



Universidad  
Técnica de  
Cotopaxi

# **TECHNICAL UNIVERSITY OF COTOPAXI**

## **ACADEMIC UNIT OF ADMINISTRATIVE AND HUMANISTIC SCIENCES**

**SCIENCES OF EDUCATION: ENGLISH MAJOR**

### **THESIS**

**THEME:**

**“ENGLISH LANGUAGE AS TOOL TO PROMOTE TOURISTIC  
ACTIVITY IN MACHACHI PARISH DURING THE ACADEMIC CYCLE  
APRIL – AUGUST 2015”**

Project presented previous to obtain the Sciences of Education Bachelor with major in the English Language.

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December – 2015

## **AUTHORSHIP**

The criterion emitted in the present investigated work **ENGLISH LANGUAGE AS TOOL TO PROMOTE TOURISTIC ACTIVITY IN MACHACHI PARISH DURING THE ACADEMIC CYCLE APRIL – AUGUST 2015**, are responsibility exclusively of the author.

.....  
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## THESIS DIRECTOR'S ENDORSEMENT

As Director of the Research on the theme: **“ENGLISH LANGUAGE AS TOOL TO PROMOTE MACHACHI PARISH TOURISTIC ACTIVITY IN THE ACADEMIC CYCLE DURING APRIL - AUGUST 2015”** by Changoluisa Criollo Marco Patricio, postulant of the Bachelor of Science in Education mention English, I consider that the Investigative Report complies with sufficient technical scientific-methodological requirements and inputs in order to be evaluated by Court of thesis Validation that the Honorable Academic Council of the Academic Unit of Administrative Sciences and Humanities by the Technical University of Cotopaxi designate, for appropriate study and qualification.

Latacunga, December, 2015

Sincerely,

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M.Sc. Rosero Menéndez Jorge Luis

Thesis Director



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UNIDAD ACADÉMICA DE CIENCIAS ADMINISTRATIVAS Y HUMANÍSTICAS

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En calidad de Miembros del Tribunal de Grado aprueban el presente Informe de Investigación de acuerdo a las disposiciones reglamentarias emitidas por la Universidad Técnica de Cotopaxi, y por la Unidad Académica de Ciencias Administrativas y Humanísticas, por cuanto, el postulante: Changoluisa Criollo Marco Patricio, con el título de tesis: **"ENGLISH LANGUAGE AS TOOL TO PROMOTE MACHACHI TOURISTIC ACTIVITY IN DURING THE ACADEMIC CYCLE PARISH APRIL - AUGUST 2015"** ha considerado las recomendaciones emitidas oportunamente y reúne los méritos suficientes para ser sometido al acto de Defensa de Tesis.

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## **THANKS**

My special thanks to all who have contributed to the development of this research work, especially to the teachers of the English Career that are part of this academic triumph and the authorities of the Technical University of Cotopaxi.

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Finally, I want to thank my parents who always believed in me, for their unconditional support and for teaching me to value the richness of education.

Marco

## **DEDICATION**

I dedicate this thesis to my parents who sacrificed their dreams to help me to get mine. To my brothers, who guided me along the path of responsibility and commitment. To my son, who with his deep love became in the sun of my days.



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APRIL – AUGUST 2015**

**AUTOR:**

Changoluisa Criollo Marco Patricio

## **RESUMEN**

El presente trabajo investigativo fue desarrollado con el fin de incrementar el turismo dentro la parroquia Machachi, la cual está localizada en el cantón Mejía en la provincia de Pichincha, usando el idioma Inglés como base comunicativa y mejorar la promoción turística a través de una página web como plataforma publicitaria. La municipalidad del Cantón Mejía actualmente provee información escrita en Español que se centra en aspectos básicos lo que reduce su alcance y proyección hacia los posibles turistas nacionales y extranjeros. Mientras que, proporcionar esta información en idioma Inglés, que constituye el idioma más difundido en el mundo, indudablemente incrementa dicho alcance y proyección. Esta investigación partió de la elaboración de un listado de los lugares turísticos más destacados de Machachi, su descripción, actividades y servicios a los que los turistas pueden acceder. Además la página web turística permite promocionar los lugares turísticos de la parroquia en una manera más ordenada y efectiva, puesto que los establecimientos ya no compiten entre sí, sino que se fortalecen entre ellos al ofrecer variedad y un servicio de calidad. De este modo, las personas que desarrollan su actividad en el sector turístico, tienen la oportunidad de incrementar sus ingresos económicos y la parroquia se convertiría en un referente turístico destacado de la región. Finalmente, este trabajo investigativo fue desarrollado usando el método descriptivo que permitió obtener información adecuada y necesaria para la ejecución del mismo.

**PALABRAS CLAVES:** Turismo, página web, ingresos económicos, referente turístico.



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## **ABSTRACT**

This research work was developed in order to increase tourism in Machachi parish, which is part of Mejia canton in the Pichincha province, using the English language as communicative base and improve tourism promotion through a website as an advertising platform. The local municipality currently provides information written in Spanish language that focuses on basic aspects that reduces its scope and projection to potential national and foreign tourists. While to present this information in English language, which is the most widespread language in the world, undoubtedly increases the scope and projection already mentioned.

This work began from the elaboration of a list that includes the most relevant touristic places of Machachi parish, their description, activities and services that tourists could access. In Addition, the touristic web page permits promoting touristy places of the Machachi parish in a more orderly and effective manner since establishments no longer compete each other, but they mutually strengthen by offering variety and a quality service. Thus, people who develop their activity in the tourism sector have the opportunity to increase their income and the parish would become a prominent tourist reference in the region. Finally, this research work was developed using the descriptive method that yielded appropriate and necessary for the execution of the information.

**KEY WORDS:** tourism, website, income, tourist reference.



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## INTRODUCTION

The English language is the most important around the world since the English speakers increases every day despite the number of people who speak English as a mother tongue do not exceed those who speak Spanish or Chinese. In addition, most of the world's population adopted the English as a second language making it the official language of communication.

Within this area it is possible to quote tourism that generates employment opportunities and promotes the growth of the commercial activity if it has an adequate advertising promotion like the use of the Internet as the most appropriate means of promoting tourism. Also, tourism is closely related to the language because tourists speak English no matter what country they are from and in which one they are.

Globalization defined English as the language of the great powers like the United States or England. Furthermore, this language is not only important but also necessary because it breaks down communication barriers permitting to access to better education and business relationships.

Considering this, the theme English language as tool to promote touristic activity in Machachi parish during the academic cycle April – August 2015 was selected because a project like this which seeks the benefit of the whole parish, which relates tourism promotion through technology using the English language, has never been applied. Is for this reason that Machachi parish can consolidate as an important point within the regional tourist scene and the economic incomes from tourism will increase with the fulfillment of this research.

Despite having numerous tourist places Machachi is not a popular tourist destination because the promotion is scarce, inaccurate and it is intended only for Spanish speakers. The goal of reaching potential foreign tourists is unfeasible because the means of the municipality are not used in a proper way.

In order to promote the tourist attractions of Machachi parish the researcher created a web page that contains information presented in English, also the most suitable places to be visited by foreign tourists. An important aspect of this is that the tourism web page will be managed by the Municipality of the Mejía Canton which means that this web page will have updated information and users can interact with each other through comments and pictures.

The variables taken into account were the English language and the touristic activity; the population was a total of 65 citizens of the parish and 30 businessmen that is closely linked to the tourism field and 5 authorities of the Mejía Canton. In addition, this research is based on descriptive method because it allows researchers to describe events, situations, and contexts, detailing how they are manifested and also to analyze the different events and properties of the relevant aspects for the investigation.

The information, which allowed the development of this research work, it is processed through surveys in order to identify the elements to be included in the tourist web page. These elements must meet the needs of tourists and generate cultural and economic benefits to the parish.

The present thesis has been divided into three chapters:

Chapter I is an overview of scientific resources on which this research is based. Here is the THEORETICAL FRAMEWORK that is divided into the basic categories that are supported by the bibliography and web sites that relate to the subject.

Chapter II ANALYSIS AND INTERPRETATION OF RESULTS contains a quantitative analysis and interpretation of survey results, which were applied to citizens, people connected to the tourism field and interviews with the authorities of the Municipality of the Mejía Canton. After obtaining the results of the surveys and interviews immediately the respective conclusions and recommendations are integrated.

Chapter III THE PROPOSAL, involves the development of a web page intended for possible tourists that uses the English language as a communication base. This tourist site includes a brief history of the Machachi parish, describing their festivals and their meaning as well as the characters involved in them and descriptions of the outstanding sites within the parish, pictures of their facilities and services, all with the aim of increasing tourism in the Machachi parish.

# **CHAPTER I**

## **Backgrounds**

Tourism can be defined as trips that people make from their place of origin to a different one, for reasons such as pleasure, business, religion, etc for a limited time. Tourism in Ecuador is an economic activity whose incomes are rising as thousands of tourists choose to visit this country every year. Although tourism is a source of work there are tourist areas that are not adequately exploited. This is because the inhabitants do not have enough information or because the organisms responsible not act with the expected effectiveness.

COLCHA BARRAGÁN, Mariela Elizabeth and SOLANO ARBOLEDA, Patricia Del Carmen (2009) express that “se han creado algunos; libros y folletos con información escasa (...) por lo que es importante dar a conocer a los turistas sitios recónditos con hermosos paisajes aún desconocidos.” (p.4). This means that books and brochures that contain insufficient information have been published so, it is necessary to make known to tourists recondite landscapes.

The researcher agrees with the contributions of the thesis consulted because if local authorities and residents work together to promote natural and culture resources the economic level will increase and the life quality will improve. Given what has been

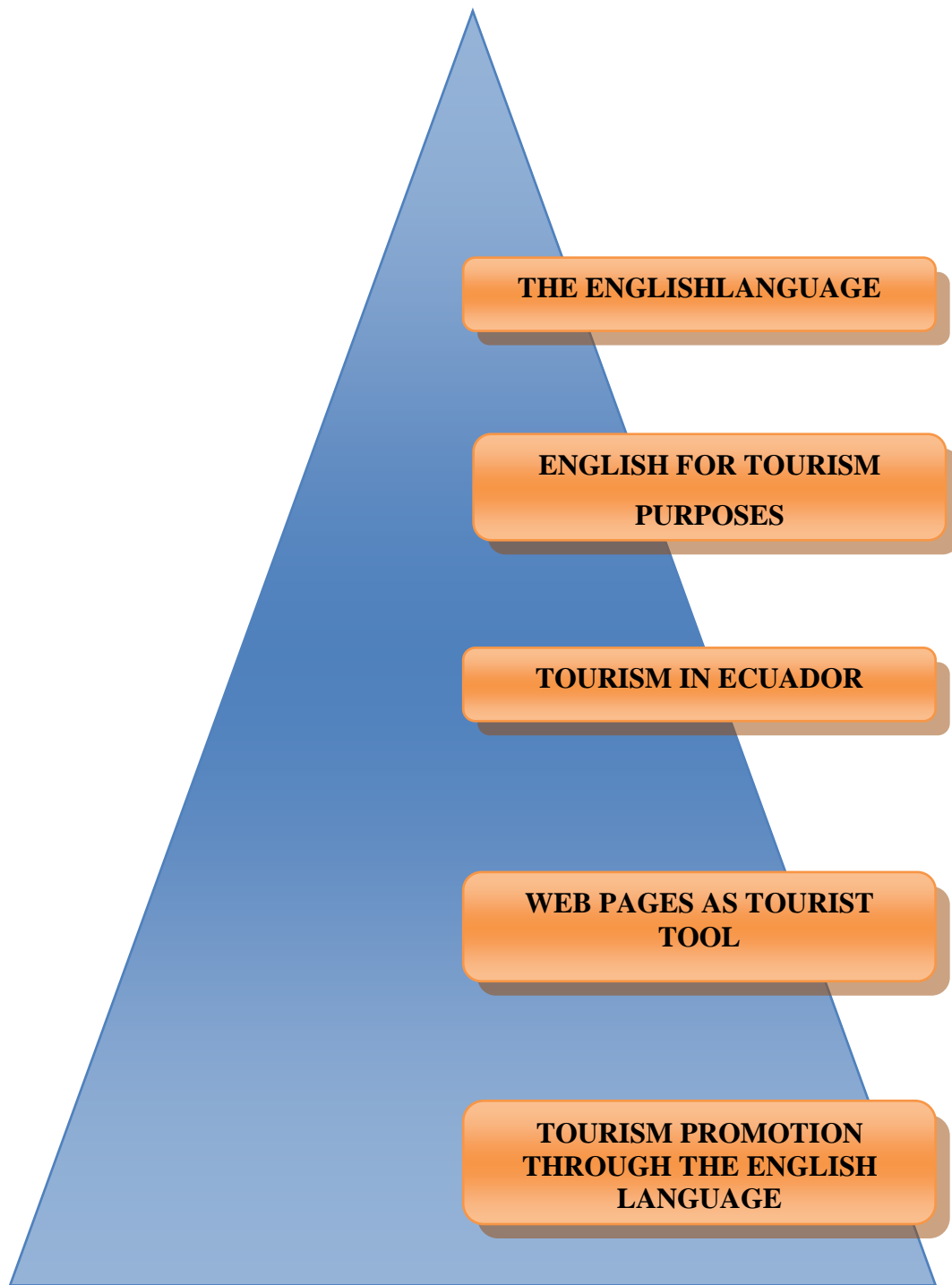


said, there are tourist areas that could attract greater numbers of tourists and would generate income if they were better managed.

In several places in Ecuador tourism is the main source of income that is why the inhabitants have developed their livelihood from tourism. This is because these areas receive large numbers of tourists and also have adequate tourist information. Meanwhile in other places like Machachi parish opposite happens as there is information but this is summarized in general aspects that do not reflect what this parish offers to tourists.

Furthermore, it has been observed the influx of tourists to this parish has been declining because of lack of tourist information. This project would generate a greater number of tourists visiting the parish of Machachi and recommended as a tourist destination that leads to increased revenue for citizens with tourism as a source of work.

## **MAIN CATEGORIES**



## **1.1. The English Language**

### ***1.1.1. Brief history of English Language***

The English language is a West Germanic language that has its origin in the Anglo Frisians dialects brought to Britain through Germanic invasions from what are now northwest Germany, southern Denmark and northern Netherlands. The birth of the English language is given by the contribution of the determined tribes that are: Angles, Saxons and Jutes who crossed the North Sea. The Anglos take their name from their homeland called Engle or Angels. In addition, they called their own language as Englisc that turned into English.

The earliest written evidence of English language corresponds from the years 450 and 480 BC that is an Anglo-Saxon inscription. While the Germanic tribes expanded throughout the country four main dialects were developed: Northumbrian in Northumbria, Mercian in the kingdom of Mercia, which was located in what is now the central part of England, West Saxon in the kingdom of Wessex and Kentish in Kent.

The Northumbrian language dominated Britain during the years 700 and 800 but this finished with the invasions of the Vikings during the year 900. The Vikings also destroyed the kingdom of Mercia remaining Wessex like independent kingdom. The official language of Britain was the dialect of the West Saxons. There is abundant evidence from Old English dating from this period.

### ***1.1.2. Old English***

The steps or changes that the English language has traversed until today can be clearly defined. In the first step is possible to find the Old English that is an early form of the English language. This language was spoken between the years 425 and 1125 in much of what today is England and southern Scotland. This type of English had syntactic flexibility what differs from the current English.

Throughout 700 years within this period that comprises Anglo-Saxon migration with which he was born England and the Norman Conquest of 1066 the English language acquired aspects of languages with which it had contact. Examples of this are the Celtic languages and dialects that were spoken by the Vikings. The latter dominated vast extensions of land that was known as Danelaw.

#### **Germanic origins**

The Germanic heritage of the English language is the most obvious factor in its origin since the English language adopted the vocabulary, syntax and morphology. Several of these features are characteristic of the West Germanic from which Old English derived while others come from Proto-Germanic that is the origin of all the Germanic languages.

#### **Influence of Latin**

Latin was characteristic of the literate population that belonged monks and clerics. This was the language of diplomacy in Europe at this time. In certain occasions it can accurately determine the date on which the old English adopted certain Latin words. In addition, linguistic changes in the English language can be highlighting which end in three periods of Latin influence in Old English.

The first one is located before the arrival of the Saxons to the island of Great Britain. The second period is defined by the conversion of the Anglo-Saxons to Christianity, and the arrival of the religious members who spoke and wrote in Latin.

In the third period is situated the Norman invasion of 1066 with which a large number of words derived from Old French, words from Latin and words of Norse origin were adopted.

### **Dialects**

The main dialects of Old English correspond to an independent kingdom respectively. These are the Mercian, the Northumbrian, the dialect of Kent and West Saxon. The kingdom of Northumbria and most of Mercia were destroyed by the Viking invasions during the ninth century. On the other hand the kingdom of Wessex absorbed the part of Mercia that remained intact and the kingdom of Kent.

The importance of regional dialects in its written form suffered a marked decline initiated by the unification of the Anglo-Saxon kingdoms in 878 under the reign of Alfred the Great. The documents that have been found were written in the dialect of Wessex, this is because under the reign of Alfred the Great existed standardization as it relates to language.

Furthermore, it is known that Alfred the Great gathered several scribes who came from Mercia to put in writing several texts. In conclusion, Modern Standard British English descends from some eastern or southeastern Mercian dialect. The representative work of this period is the manuscript "Beowulf" which is an epic poem that contains 3182 verses. Although the author and the exact year of composition are unknown, this work is a fundamental part of the development of the English language.

### ***1.1.3. Middle English***

The Middle English took place from the late eleventh century with the Norman Conquest as the most important event of this period, until the late fifteenth century with the introduction of printing in 1470. The Middle English is difficult to define but the changes that the language suffered over the years are evident. As a result of Norman invasion French was established as the official language of the kingdom while Latin was the official language of the church. In this way the English lost the importance that it had maintained previously.

This period lasted until mid or late fifteenth century when it began to spread the standard of Chancery; this is English in written form used by bureaucracy and by the British government. This was due to the rivalry between England and France during the Hundred Years' War that defined English language as cultural and national language of England.

The English retook several literary aspects and texts public interest and it was established as the official language of the court. In addition, several literary works exist in English but the most representative was Bible that was translated by the Lollard movement whose leader was John Wycliffe.

One of the factors by which the English language was consolidated as a feature of identity in England was called Death or Black Death as it dwindled to the rural population. The farmers asked for more remuneration. This was denied and several peasant revolts took place. The deceases in monasteries were corrected with newly ordained monks who were unaware of the classical languages.

## **Dialects**

Several texts from this period show differences corresponding to their place of origin. In these texts the progress of phonetic changes is evident. According to the dialects can define three areas that are North, Midlands (West and East) and South (Kentish and Southwest). The northern dialects are more conservative with respect to phonology, but in morphology dialects had more innovation than southern.

### ***1.1.4. Early modern English and late modern English***

The ancient form of current English language is early modern English. This type of English was spoken at the time of the Renaissance and is closely related to William Shakespeare. Early Modern English was performed between the sixteenth and eighteenth centuries especially the Anglo-Norman settlers.

There are several works from the final stage of Middle English as the King James Bible and all the works of William Shakespeare. It was the work of King James and Elizabeth I of England that allowed the English was widespread in Europe since it was used by the British Empire in commercial, military and cultural aspects.

The current English keeps many similarities with early modern English but there are marked differences in grammar, the meaning of some words and variations in spelling. The development of the Middle English to Modern English is defined with a linguistic evolution that was established as a standardized language that have an extensive vocabulary and it is rich in literary works.

English language took words from distant lands during the sixteenth century; this was because the British had contact with them. William Shakespeare is a very important

character in this time and he created new words many of which are still used in the current English. That is why even though the works of this author were written 400 years ago they are understandable. There is another stage in the English language that is called Late Modern English. It develops between the XVIII to XX where British conquests took place.

GUTIERREZ, Andres (2013) says that “la principal diferencia entre el inglés moderno temprano y el inglés moderno tardío es de vocabulario [ya que] el inglés moderno tardío tiene más palabras surgidas de (...) la Revolución Industrial y el Imperio Británico”. This denotes the difference between Early Modern English and Late modern English resides in the vocabulary because the first one includes words derived from the Industrial Revolution and the British Empire that extended a large scale and led to the addition of words from many countries.

The researcher agrees with these statements and that over time the English language has changed and adopted words that are derived from different historical events such as the Industrial Revolution that brought technique words to the language. Over the years the English language has gained significant importance in the world because it is spoken in most countries of the world. Also, important countries like the United States of America, United Kingdom, Australia, New Zealand, have the English language as the official language.

The English language is a requirement to negotiate in international markets; it is for this reason that this language is taught as a second language in the education system in several countries. It is also one of the official languages of the European Union and world organizations also, it is considered the most important worldwide and the number of people who speak it increases every day. There are people who speak it as their first language as in England and the United States, while others speak it as a second language. The English language dominates economic activity in the world as well as in the tourism sector. Needless to say that English is the universal language of



communication because through this different cultures interact in a simple and quick way, so it is considered necessary to learn English to be part of today's society.

One factor that has helped the English to position itself as the leading language in the world is globalization as the dominant countries in the international field keep English as an official language. The presence of the English language is not limited to the political sphere but it is present in everyday aspects like job interviews in which is necessary to demonstrate a mastery of English to get a job.

## **1.2. English for tourism purposes**

HUNZIKER, Walter and KRAPF, Kurt (1942) say that "Tourism is the set of relationships and phenomena produced by the movement and residence of people outside their home, while such movement and residence are not motivated by a lucrative activity."(p.15).

The researcher corroborates this definition since tourism does not involve any type of profit but rather tourism includes activities for the enjoyment of people who seek to know different places, customs, and food. In this way they can rest from their daily routine.

### ***1.2.1. Origin of tourism***

Tourism was born in the nineteenth century as a result of the Industrial Revolution as a movement, which had different purposes such as leisure, health, culture, etc. These movements differ in their purpose of other types of travel, which were motivated by wars that were not optional since they were due to survival.

### ***1.2.2. Tourism during the old age (776 BC – 394 AD)***

In this period the free time was devoted to cultural, recreational or sports activities, this indicates that great importance was given to leisure time. Journeys were made to attend the ancient Olympic Games in the city of Olympia, which came thousands of people and where religion and sport were mixed. There were also religious pilgrimages, as they were heading to the oracles at Delphi and Dodona.

During the Roman Empire the Romans frequented hot springs (Terme di Caracalla); they were regulars of great shows, such as theaters, and performing regular journeys to the coast. These leisure travels were possible due to three main factors: the Roman peace, the development of major roads and the economic prosperity that enabled citizens and economic means some free time.

### ***1.2.3. Middle Ages (from 5th to the 15th century)***

The Middle Ages is located in time between the fall of the Western Roman Empire and the discovery of America. During the Middle Ages there is at first a setback due to greater conflict and economic recession. At this time religious pilgrimages a new type of travel arises. They had already existed in ancient and classical times but both Christianity and Islam would spread to the largest number of believers and displacement would be greater.

Are famous expeditions from Venice to the Holy Land pilgrimage on the Camino de Santiago from 814 when was discovered the saint's tomb. In the Islamic world the Hajj or pilgrimage to Mecca is one of the five pillars of Islam forcing all believers to this pilgrimage at least once in life.

### ***1.2.4. Modern Age***

This period extends from the capture of Constantinople in 1453 until the French Revolution in 1789. Pilgrimages continue during the Modern Age although Rome 1500 pilgrims die because of bubonic plague. It is at this time when the first accommodation called **hotel** appears. This word has its origin in the French language and designated the urban palaces. Great personalities traveled accompanied by their entourage, is why it was impossible to accommodate everyone in the palace, so that these buildings were created. This is also the time of the great Spanish, British and Portuguese maritime expeditions.

In the late sixteenth century the custom of sending young English aristocrats to make the **Grand Tour** after finishing their studies in order to supplement their education and acquire certain experiences arise. It was a journey that lasted between 3 and 5 years that included several European countries. The Grand Tour, which gave rise to the words tourism and tourist, is a trip motivated by the need of education of these young aristocrats that would govern their country.

To know the greatness of Rome, Paris and Athens as well as the discussions in the cafes of the great thermal centers, travelers should learn how to hold the reins of an empire. For some authors, this is the real foundation of modern tourism phenomenon, as it emerges as a revolutionary fact parallel to other transformations that occur in The Enlightenment.

Also at this time there is a resurgence of the thermal baths, which had declined during the Middle Age. People who attend the baths do not only on medical advice because the fun and entertainment at the spas are in fashion such as in Bath (England).

### ***1.2.5. Contemporary Age***

The origin of tourism is clearly defined in time, for example leisure travel had their beginning between the late XIX century and early XX century. Major changes in society, lifestyles, industry and technology they altered the morphology of the community. The nineteenth century saw great economic expansion, followed by an even greater industrial and scientific revolution in the second half of the twentieth century. Tourism in the late twentieth century was established as the world's largest industry.

In the modern age the invention of the steam engine is a dramatic reduction in transport, which so far was pulled by animals. Rail lines extend rapidly throughout Europe and North America. Also the use of steam navigation reduces the time of travel. England offers first transoceanic crossings and dominates the maritime market in the second half of the nineteenth century; this fact will help European migration flows to America. Health tourism and mountain tourism begin to emerge. European famous sanatoriums and private clinics are built many of them come to nowadays as charming small hotels.

In 1841 Thomas Cook organized the first package tour in history. Although it was an economic failure, it is considered a success in terms of precedent tour package because he realized the huge economic potential that it could have this activity that's why he created in 1851 the first travel agency in the planet, Thomas Cook and Son.

Cesar Ritz is considered the father of modern hostelry. From very young he took all possible positions of a hotel until he became manager of one of the best hotels of his time. He improved all hotel services: he created the figure of the sommelier, introduced the bathroom in the rooms and revolutionized the hotel management.

The Second World War absolutely paralyzed tourism in the world and its effects extend until 1949. The period of time between 1950 and 1973 started a tourist boom. However it is possible to point out deficiencies from lack of experience, which has consequences such as lack of planning which is reflected in the buildings without any foresight about demand or the environmental and social impacts that may suffer the tourist sites with the influx of tourists.

The economic recovery, especially in Germany and Japan, was staggering rising income levels in these countries and by the emergence of a wealthy middle class begins to be interested in travel. The recovery raised the standard of living of the most important sectors of the population in Western countries. Surge called welfare society in which once covered the basic needs development level of training and the interest shown by traveling and meeting cultures.

The 90s includes major events as the fall of communist regimes in Europe, the Persian Gulf War, the German reunification, the Yugoslav Wars, etc., which have a direct impact on the history of tourism. It is a stage of maturity of the sector that continues to grow even in a more moderate and controlled manner.

The carrying capacity is limited as there is control and adequacy of supply over demand that leads to the emergence of new types of tourists and as a result the quality is improved since tourists do not mind spending more if the quality is better.

#### ***1.2.6. English as a language of tourism***

SIMION, Otilia (2012) says that “the importance of mastering this language is necessary in all professional fields should be mentioned that in tourism the English language is essential for tourists and for those who work in hostelry.”

The researcher agrees with this statement since it is well known that the English language is recognized worldwide as the language that dominates all economic aspects. In the tourism sector it is not an exception but rather the opposite because without the English it isn't achievable to communicate.

The English for Specific Purposes (ESP) has identified the areas and utilities of the English language in various working fields. Within this categorization is English for academic purpose that is used in education. The reason for the emergence of ESP is that the English language has become the most universal way to communicate in any aspect of the daily lives. English for specific purposes also includes the four skills but it directs them to its particular goals.

English language for tourism is part of the teaching of English for specific purposes, the reasons of this is that the tourism sector is gaining importance around the world and all of us have traveled on some occasion that is why through experiences is possible to know the needs of tourists.

In addition, experiences are useful because these are used as material within the classroom. English is not an isolated issue since it involves learning real-life experiences that can enrich the learning of people who are studying business administration or for those studying to become tour guides.

The importance of English in the tourism sector lies in communication because it is necessary to ask something or to offer a service and satisfy the needs of tourists. It is identifiable the main tourist activities in which the English language is applied, for example to give information, to check in at hotels or airports, to provide hostelry in tourism events, etc.

This language has exceeded the borders as there is a large number of people who speak this language all over the world this is necessary to note that this language is not only spoken in Britain as their mother tongue but in several other countries as United States of America, Canada, Australia, and the various British colonies.

Another important aspect is that English is the primary language used in education, science and technology. All kinds of manual or technical and books on science and technology documents are published in English. In addition, conferences or seminars are held in English so it is possible to ensure that English is the language of communication.

The English language within the tourism sector is focused on the skills that are required in the workplace, in matching materials and teaching strategies. Why the workplace is mentioned? The answer is that the use varies according to the work to develop. For example, in a travel agency the work consists of answer the phone, write and answer e-mails, surf the Internet, make reservations at hotels. In short, the work done by people working in the travel agency is limited mostly to the use of English in a written form.

On the other hand, people working in the hotel reception area use English spoken language of a mannered and they use this language in many activities, for example to provide destination guides, information about a specific location. People who base their work on tourism should have a high level of English spoken form.

They must be able to introduce themselves, hold talks and describe cultural aspects festivities, typical food, etc. If a tourist takes a taxi from the airport the driver needs to use the English language to turn a normal trip into an entertaining, interesting and informative tour. It is necessary to handle the English language fluently to work in the tourism sector in order to make a first good impression of the country to tourists.

### **1.3. Tourism in Ecuador**

Ecuador has an area of 283,561 km<sup>2</sup> being one of the smaller countries and one of the most densely populated in South America that borders with Colombia to the north, south and east by Peru and the west by the Pacific Ocean. It is the country that has more presence of rivers per kilometer<sup>2</sup> in the world also it has a rich biodiversity composed of animal species since it is possible to find around 1640 genus of birds, 4,500 varieties of butterflies, 345 kinds of reptiles, 358 types of amphibians and 258 classes of mammals.

Ecuador's flora is estimated at 20,000 species representing 10 percent of all plant species on the planet. Of this, the largest amount it grows in the Andes Mountains, in the northwest where it is estimated that there are approximately 10,000 species. In the Amazon region there is around 8,200 plant species also only of orchids have been identified 4,032 known species, of which 1,714 are unique to the country is for this reason that Ecuador was declared "País de las orquídeas".

Also the culture and traditions of Ecuador are an incentive for tourists and that is why one of the cities most visited by foreigners is Quito, which is considered as "Patrimonio Cultural de La Humanidad", as the capital of Ecuador is the main airway for tourists. The most popular attractions for foreigners are concentrated in the historic center highlighting El Panecillo, La Ronda, and La Mariscal. There stands the Plaza Foch, theaters, craft centers, and restaurants. Furthermore, tourists also visit around the city remains a favorite destination La Mitad del Mundo.

For all this it is that the Ministry of Tourism has developed the "All you need is Ecuador" campaign in four destinations: the Galapagos Islands, the Amazon, the Sierra crossed by the Andes and the Ecuadorian coast. The route of entry to the beach walks, as "the path of the sun" is Guayaquil, which ranks second in the country more



revenue. El Malecón 2000, in the center of Guayaquil, has remained in recent years as a tourist magnet.

For all the possibilities offered by Ecuador to tourists The New York Times and international news network CNN said that Ecuador is one of the main destinations that tourists should visit positioning it as the first in Latin America and the most important seventh country in the world. In addition, it is possible to find 70 volcanoes being the Chimborazo the highest since it measures 6310 meters above sea level also it has a variety of tourist attractions that are distributed into four natural regions: Costa, Sierra, Amazon and Insular region.

### ***1.3.1. Touristic places in Ecuador***

#### **Costa Region**

This region is located in the west of Ecuador and plains, hills and lower elevations cover it. In this region there are rivers that have their origin in the Andes and flow into the Pacific Ocean. Moreover, in this region is located Guayaquil which is Ecuador's largest city.

#### **Atacames beach**

It is one of the most visited sites in Ecuador. This beach has a hotel infrastructure that combines rudimentary buildings with modern structures. Nature, folklore and gastronomy create a welcoming environment where hundreds of tourists enjoy. Also, along the coast are located the cottages where people can taste a cocktail, listen to music or dance. Furthermore, tourists can spend time in the sand protected by a sunshade.

Atacames beach is located about 30 minutes from Esmeraldas. It has an approximate area of 5-6 kilometers and it has the proper climate of this region whose minimum temperature is 21 degrees Celsius and the maximum temperature can reach 32 degrees Celsius. The coconut trees that are close to the beach and the great expanse of tropical dry forest form a captivating landscape that is overflow by seagulls.

### **Isla Corazón Wildlife Refuge**

This island is located at the estuary of the Chone River in the province of Manabí and it extends for about 60 hectares where is possible to find colonies of frigate birds. The weather, as is characteristic of this part of the country, reaches a minimum temperature of 25 degrees Celsius and a maximum temperature of 28 degrees Celsius. Several species of native and migratory birds compose the fauna of this wildlife refuge. It is also possible to find different reptiles like iguanas or boa constrictors. In addition, tourists can observe aquariums that contain species from Chone River.

### **Machalilla National Park**

It was founded in 1979 and is the only coastal park. It was created to protect the coral formations in the Ecuadorian coast this has a warm and dry climate throughout the year which makes it so suitable for the development of life of over 200 animal species. One of the most important attractions is the visit to the "Isla de la Plata" that is located 40 km northwest of Puerto Lopez. Galapagos Islands and this one have several species of birds in common.

### **Mache Chindul Ecological Reserve**

This ecological reserve, despite being newly created, is quite important because it has wide biodiversity and it protects the rainforest of the Ecuadorian coast. Esmeraldas

Manabí and share this ecological reserve which takes its name from the mountains where it is located. The extension of this reserve covers 70,000 hectares where it is possible to find many tree species.

### **Sierra region**

This region has an area of 600 km long by 100 km to 400 km wide. Unlike the previous region, it is characterized by high elevations among which are the Chimborazo and Cotopaxi. In the Sierra region is located Quito that is the capital of Ecuador.

### **Baños**

Baños de Agua Santa is a city that attracts more tourists in Ecuador; it is 3 hours south of Quito. This city is located between the Andes and the Ecuadorian Amazon. Also, it has wet spring weather throughout the year, with an average temperature of 18 ° C. It is located on the slopes of the Tungurahua volcano at an altitude of 1,820 meters.

### **Cotopaxi National Park**

The Cotopaxi National Park is located on the frontier of the Pichincha, Cotopaxi and Napo provinces, which includes in its space Cotopaxi Volcano. In this National Park that is a protected area where it is possible to find several arboreal species, especially pine, making the place into a unique site in South America and more reminiscent of an alpine forest to a forest in the Andes.

The park is connected to Quito on the Panamerican highway an alternative is the train that also departs from the capital city of Ecuador, and the trip takes an hour and a half

approximately to get the national park. Another alternative is entering the Machachi parish then go to the Barrio Santa Ana del Pedregal, where they can visit some inns.

### **Historic centers**

In this region is possible to highlight the historic centers of cities like Quito that is full of old buildings that have great detail on its walls. These constructions contrast with the great modern buildings. In the historical center it is possible to find evidence of the Spanish conquest as in the case of the Church of Balbanera that is the first in Ecuador. In addition, this church is located between the roads to Cuenca and Riobamba, near the Laguna de Colta. The date of construction has not been defined but presumably it was inaugurated on August 15, 1534.

### **Ilinizas Ecological Reserve**

This ecological reserve is a favorite destination for people who enjoy practicing climbing. This resides with the provinces of Cotopaxi and Pichincha and its length is 149900 hectares. The climate in uptown is 0 degrees Celsius while in the lower maximum temperature reaches 24 degrees Celsius. In this ecological reserve fans of sports can climb the north peak, while climbing the south peak is necessary to be an expert because of the weather conditions. Flora in this ecological reserve is majestic and abundant. Also, fauna has many specimens of mammals such as spectacled bears or cougars. There is also a large number of species including birds, reptiles, amphibians and fish that complete the wildlife of this touristic place.

### **Machachi**

It has natural landscapes that are visited each year by tourists who want to explore the nature for example the Rumiñahui volcano is well known because it is easy to climb.

Another tourist spot is “El poder brutal”, which is located on the route Alóag - Santo Domingo, is a sculpture made of stone measuring about 17 meters high.

Machachi has cultural manifestations that have been transmitted from generation to generation like the Chagra’s processional parade is certainly the best-known Machachi festivity but not only because there are other cultural events such as Cascaronazo that is currently designated as Sanjuanada. Besides the gastronomy offers different dishes that are the delight of tourists, all these elements added to the warmth of its inhabitants make Machachi a place worth visiting.

### **Mindo – Nambillo protective forest**

This protective forest has an area of 19200 have which are covered by several plant species, which provide a home to different birds; several of them are in danger of extinction. This forest takes its name from Mindo Mountains and the Nambillo mountain range that comprise its limit. In the Mindo river rocks that were ejected by the Guagua Pichincha volcano making it a spectacular and unique landscape. The weather keeps a stable temperature of 22 degrees allowing the development of 32 endemic bird species, which is why this place is considered of vital importance for the development of bird life.

### **Paschoa Wildlife Refuge**

This is one of the most important reserves of Ecuador since it has a wide variety of animal and plant species. Also, the administrative aspect has been highlighted because it has carried out programs, designed by Natura Foundation, in order to protect this reserve. It is located in Mejia canton and it has an area of 500 hectares. Its climate presents cold Andean whose minimum temperature is 3 degrees Celsius and the maximum temperature is 9 degrees. There is also an area of life which minimum temperature is 10 degrees Celsius and the maximum temperature is 15

degrees Celsius. Animal species are numerous but it is possible to highlight the presence of the Andean condor. Also, the flora is composed of tree species that are useful to man but is properly protected. Pasochoa Volcano, which gives its name to the shelter, makes unforgettable scenery for tourists who decide to visit.

### **Amazon Region**

This region has an area of 120,000 square kilometers covered by dense characteristic vegetation of the rainforest. The Amazon region has several hills that have their origin in the Andes and which end in the Amazon plain.

### **Cuyabeno Reserve of Fauna Production**

It is located in the provinces of Sucumbíos and Napo. Its area comprises 603 380 hectares of tropical rainforest. Cuyabeno lagoons are considered a major tourist attraction that is visited by many tourists. This is a lacustrine system that includes 14 lagoons that are interconnected to each other. The reserve takes its name from the Cuyabeno River which is navigable and from where it is possible to see lots of swamps and lagoons. The main objective of this reserve is to conserve the Amazon ecosystem that is the most complex in the world. The flora and fauna of this reserve, as those mentioned above include a large number of species.

### **Limoncocha Biological Reserve**

This biological reserve is located in the province of Sucumbíos and its extension is around 4613 hectares. Its climate is typical of tropical rainforest of the Amazon region. Limoncocha Lagoon, which is the tourist axis of this biological reserve, is directly related to the Napo River.

In this place it is possible to find one of the greatest biodiversity in the world highlighting the alligator population. The lagoon not only arouses touristic interest but the scientific interest because there is a great variety of flora and fauna.

Within the reserve there are many permanent wetlands also aquatic ecosystems. Across the lagoon, which is navigable, it is possible to reach the forest. Members of the community that inhabits this part of the Ecuadorian Amazon lead this tour. Another tourist attraction is the Laguna Negra that is virtually impenetrable because of the dense vegetation. It is well known that anacondas and alligators inhabit this specific site so that people avoid approaching it.

### **Yasuní National Park**

This park is located in the provinces of Napo and Pastaza. Its extension, which consists of a succession of hills, is about 982000 hectares is makes it the largest conservation area within Ecuador. This national park, which has a vast expanse, hosts countless animal and plant species. Furthermore, in the national park it is possible to find many rivers such as the Tiputini and Nashiño. It is possible to find important tourist sites such as the Archaeological Museum of Pompeii, Yasuní Scientific Station that is dedicated to research; and Tiputini Biodiversity Station that has investigation rooms and laboratories. The area of this national park, which is classified as tropical rainforests, is threatened by various factors including colonialism and the petroleum industry.

### **Insular Region**

The Galapagos Islands constitute an archipelago located in the Pacific Ocean to 972 km off the coast of Ecuador. The Galapagos Islands are one of the main scientific and tourist attractions of Ecuador; undoubtedly, it is the most known and famous

attractive in here. Currently the number of visitors to the Galapagos reaches close to 200 000 tourists per year.

The Galapagos Islands have numerous endemic species that led Charles Darwin to formulate the scientific theory of evolution by natural selection. The islands are called the "Enchanted Islands" by tourists as the flora and fauna found there is virtually unique and it cannot be found anywhere else in the world. That is why many people visit them to know and enjoy the animals and unique plants.

To sum up, Ecuador is a privileged place in the world because it has flora and fauna, which is not to be encountered anywhere else in the world. In Ecuador is achievable to travel from the beach to the mountainous region very easily. This makes Ecuador a tourist referent within the global landscape. Also in Ecuador there are a variety of activities that tourists can do, such as: horseback riding, cycling, canoeing, surfing, skydiving, rafting, hiking, mountaineering, mountain biking, etc. All activities are adapted to the needs of tourists, as some are considered extreme, while others are relaxing.

#### **1.4. Web pages as tourist tool**

New technologies help us to promote tourist destinations through websites or social networks. These are a way to establish a direct connection with customers; this means they can observe the characteristics of the site they want to travel at a low cost since the use of the Internet has reduced considerably the communication costs and increasing efficiency productivity.

To this is required to add other factors such as increasing globalization, changes in demand, flexibility in the processing of borders, increased paid leave, increasing



competition and accelerating the development and diffusion of new technologies, including which are the information and communication.

#### ***1.4.1. Evolution of new technologies***

The application of technologies in the tourism sector has had to develop in line with the stages of computerization of society, and intensive tourism industry uses computer information in a first phase in the 60s and 70s to automate the management of data processing requiring a large amount of labor. The appearance of microprocessors and personal computer from the 80s, besides facilitating the management forms the basis of millions of users in a third step, the connectivity can become consumers and potential customers.

From the 90s the Internet stands out as a revolutionary element. In short time the Internet has become essential in any company, regardless of size, and such was its influence that the majority of households use it constantly. On the other hand, many companies that held traditional concepts disappear as a result of the Internet.

This technological development is producing significant changes in the economic and social structure, and the set of social relationships. The use of Internet has made possible the globalization of trade and relations; to establish communication broad sectors of citizens living in widely separated geographic areas.

#### ***1.4.2. Evolution of new technologies in tourism***

There is a close relationship between the tourism industry and information technology since tourism, as the first global industry, becomes potentially the largest

customer in the informatics industry. Moreover, new technologies and tourism industry can be considered as emerging sectors in the second half of the twentieth century.

In addition, the tourism industry was and is attractive for the development of information technologies: tourism is an inter-regional activity which promotes and commercializes offered activities far from where the client is and on the other hand, being part of an industry that involves leisure and entertainment, it needs audiovisual promotion to attract potential customers.

Undoubtedly, information technologies revolutionized the business landscape in the world. Technology has changed the hotel industry, restaurants, travel services, the intermediaries such as tour operators and travel agencies sector and now play a key role in the rules governing the business world and the way of approaching customers. The advantages of the new technologies in terms of increasing competitiveness, reducing errors and creating new functionalities are unquestionable.

#### ***1.4.3. From the 50s to the 80s***

The major airlines started in the 50s the development of computerized information systems to manage this new means of transport generates, are the Computer Reservation Systems, which allow the automatic management of reserves. The process involves the installation in travel agencies connected with terminals companies, so that in addition to consulting agents about availability of places, prices or schedules can make the reservation. Thus it will develop a dense network of computing and communications worldwide. The airlines with technological resources that have established a distribution network are beginning to offer their services to others that do not.

From the seventies there was the need to articulate the different reservation systems, which developed the "Global Distribution Systems" (GDSs). The application of technology in the tourist industry is not limited only to airlines, but at airports the relationship between Information Technologies and Communications and the passenger transport is visualized.

GDSs currently encompass consortiums of suppliers of tourism products and services and provide real time information on hundreds of airlines and tens of thousands of hotels. The tourism industry has been making use of technologies that facilitate the processing of millions of data; it is estimated that an airline makes 25 transactions to realize a reservation.

The Property Management System (PMS) or systems of property management are used mainly for hotel management. PMS is installed in the host computer in a hotel that manages the main functions of information processes as reservations, front office operations, back office and management functions and some programs. Often, PMS and CRS are integrated to improve the efficiency of hotels, facilitate monitoring, reduce staff and allow faster to the requirements of the clients.

#### ***1.4.4. Tourism industry from 90s to nowadays***

If in the first phase, there was the automation of data and processes from the 90s are the new products and media such as CD-ROMs and information kiosks that will be introduced massively in the tourism industry publishes and distributes millions of catalogs and brochures. The new technologies provide the material basis for the development of the global economy.

Tourism businesses are adapting methodologies, products and services to the network using web pages. The tourism industry knows that the Internet can satisfy better than any other current technology the need for users to receive reliable and quality information. Tourism enterprises have opportunities to create their own web sites that have been identified as the future of Internet marketing communication as they have the potential to provide high levels of information, get a straight answer and also to create virtual product experience.

While CRS and GDS have helped to develop and globalize the availability of basic tourist services, the Internet has extended this possibility directly to final consumers, thus redefining the trading system and the notion of distributive channel of tourism products and eliminating middlemen traditional marketing channel.

These developments are accompanied by the application of Yield Management that is a management system whose main objective is the optimization of price and capacity of a given service to maximize revenue from each production unit. In practice, the Yield Management aims to determine prices according to expected demand so that price-conscious customers looking to buy in times of low demand can do so at favorable prices and less price-sensitive customers who want to buy in the peak demand can do it too.

#### ***1.4.5. Systems used in tourism***

It is essential to differentiate between those resources used in internal management and those that have been commonly used to manage the activities of external communication. In this sense, KASAVANA, Michael and DAVID, Julie (1992) contemplated tourism business as “an activity where the Information Technologies have become more important and proof of this is the large number of hotels and

restaurants that have adopted systems based on network technologies to improve the effectiveness and efficiency of their internal management systems.” (p.125).

The researcher agrees to this declaration because it is quite important the potential of multimedia technologies that provide greater appeal for the creation and management of the tourism product. In particular, the combination of multimedia technology with other technologies such as the Internet adds value to the product that will be distributed across the network and provides more information and customer prior knowledge about the product prior to its acquisition.

Information and communications technology (ICT) incorporated systems as CRSs and DGHS, give assistance for tourism businesses to modify and vary the terms of the offer, adjust demand, information about customers, identify customer and groups' profiles, design and create flexible products according to customer demands. In short, automated reservation systems (CRSs and DGHS) together with Internet are alternative channels for the distribution of the tourist service over traditional sales channels, to allow companies to capture the demand at the point where transactions are made favoring disintermediation process industry.

The travel agency that develops part of its business over the Internet requires predictable service conditions, so it will be ready to pay the necessary to ensure the reliability of its services and customer convenience price. Thus, the Internet infrastructure in real time enables customers to be served immediately rather than after a few hours or days.

In brief, Internet technologies are opening new possibilities to improve service quality in tourism enterprises because they allow improvements in the design of services and their delivery, provided they are used websites whose characteristics make possible the adaptation of the offer to each of its customers by providing personalized information.

## **1.5. Tourism promotion through the English language**

The tourism promotion is in charge of publicizing all the characteristics of a site for this purpose the English is the best tool as it is the language of international communication and tourism industry. In addition to apply to job offers in this sector is an essential requirement master this language written or in an oral form. This derives from that English is used by professionals in the tourism industry to communicate to other professionals in this sector, and they speak it to prepare trips for customers because the tourism includes different activities and services since this does not refer to an industry but a set of many.

This variety within tourist activity makes it possible not only interpret as an economic phenomenon but as a near socially activity integrating diverse fields as geography, psychology and technology. The linguistic contents in the field of tourism are closely linked to the various services offered by this industry. It is convenient to determine learning needs, both communicative to point the best-suited cognitive linguistic means to achieve the objectives.

In order to promote tourism in a specific location using the English language is necessary to develop the four skills being the main objective to achieve communicative competence. Within the tourism industry act an important role both oral skills as written because the professionals have to deal with customers over the phone, face to face or in writing and they must be able to prepare itineraries and design brochures or websites because features of a specific site that should detail like its location, access infrastructure and services.

MILLÁN ESCRICHE, Mercedes (2011) says that “la imagen de un destino turístico debe poseer cierto impacto, o efectividad, en sus mercados objetivo: válida y no basada en fantasías; realista y creíble; simple, atractiva y diferenciada de otros

destinos turísticos enfatizando las características únicas que posee el lugar.” (p. 241-248). This means, the image of a tourist destination, which has to have some impact or effectiveness in its target market, must be valid, not based on fantasies, realistic and credible, simple and attractive, differentiated from other tourist destinations, emphasizing the unique features that own the place.

The researcher finds this statement very useful because it is impossible to promote a site if there is not knowledge about it beforehand. It is necessary to know what are seeking tourists, how to promote it and of course how to use it.

#### ***1.5.1. Method of Analysis: Geomarketing***

This is a method that combines geographical space and marketing to analyze the economic and social reality of a place, in this case Machachi parish. This is useful in planning and management of tourist destinations that are contemplated integrally. This method, combined with fieldwork and interview technique to actors with first-hand information, is the main element to achieve the objective.

Moreover, marketing emphasizes the promotion of the attractiveness of the parish from an integrative perspective of trade, leisure and tourism, understood as a space that offers tourists the elements necessary for the social, commercial, cultural relationship leisure and entertainment, integrated naturally.

Another important aspect is to detect possible corrections to ensure sustainable development through activities of internal and external communications, as part of strategic marketing plan to spread the messages and characteristics of the parish among the target audience. Finally, it determines the design of control mechanisms that allow monitoring the results and, in this way, compared them with the targets.

It is undeniable the rise of cultural interest in tourism, so it should enhance cultural resources and artistic providing them with a most attractive and innovative content. It is also true the very important position that currently acquired the perceived image of the destination and customer satisfaction through the tourist experience. Thus, it is noted that certain internal forces that cause the individual to travel and simultaneously various external forces which are exerted by the attributes of the tourist destination to attract it towards it. KOZAK, Metin (2005).

### ***1.5.2. Building the tourism product***

A tourist destination consists of tangible and intangible components. The first ones are the physical elements such as infrastructure; food and handicrafts. On the other hand, the second ones can be global as the structure and harmony of supply, environmental validity, and price. Furthermore, there are intangible components that include accessibility and connectivity, security, signage, cleanliness, health and risk prevention. Finally, the hospitality intangible components cover reception, accompaniment and animation.

### ***1.5.3. Value elements of the product***

This section includes specific aspects of the site to promote. First, that the parish has; this refers to the natural or cultural resources. Second, what the parish does including human relationships, economic relations and generally all financial, commercial and cultural services that are provided. Third, that the parish represents this is related with symbols such as the flag, the typical celebrations and traditional festivals.



In this section, the aspect of local identity is related to a sense of belonging based on patterns of social organization, cultural values and customs shared by its population. Thus, local identity that combines the appearance of the parish; what in fact it is and especially what the parish plans to be promoting its attractiveness from an integrative perspective.

The advantages arising from this process allows to obtain greater efficiency to promote the parish, from the moment that brings a superior knowledge of the perceptual processes and allocation of value between actual and potential consumers. Therefore, it is necessary to detect image features in the parish capable of functioning as a competitive advantage over other local environments, and consolidate it as a strong competitor. Sometimes the first impression is the one, that's why the touristic and natural resources have to be protected by the citizens, visitors and tourists, as they are responsible for attract and arouse public interest.

## **CHAPTER II**

### **2.1 Brief description of Machachi parish.**

Machachi is the capital city of the Mejía Canton; it is located at the south of the Pichincha province approximately 40 minutes from Quito. Machachi has a total population of 16.515 inhabitants according to the Instituto Nacional de Estadísticas y Censos (INEC). It became independent on November 11, 1820. The protagonists of this feat were among others the parish priest of Machachi Dr. Tadeo Romo and José Camino with Tomás Pazmiño and Antonio Benítez who were leaders of the insurrection.

Its name is composed of the Páez vocables "MA": that means large, long; "CHA" which means earth, soil, ground; and "CHI" which means alive, active. Then, the name could be interpreted as Gran Tierra Productiva that in English language could mean Great Productive Land. This is because the lands were and are very productive for agriculture; which can be evidenced in large areas of crops that are a food source for the citizens of Machachi parish and the rest of the country. Around the parish it is possible to find large haciendas that provide raw materials to companies that produce dairy products such as the Alpina Company.

It is necessary to mention that cattle raising production is an important part of the economic area of Machachi. In addition to being a source of work is a distinctive aspect of Machachi since years ago has projected the image of "El Chagra" as a synonym for this parish. The clothing of the chagra consists of a shirt, a poncho, a trilby, a wool sheep scarf and the zamarro.

Despite the passage of time, the character of the Chagra is maintained until today, like their traditional way of riding, his dress, how to master the cattle from his horse and his music. It is for this reason that every year in the month of July is celebrated the Chagra's processional parade that attracts hundreds of national and international tourists to enjoy the parade which is filled of traditional dances and of course the presence of the Chagra who demonstrates his ability to dominate and control his horse and the cattle. In addition, there are cultural activities carried out as popular bull fights.

Besides having cultural richness, Machachi is also known as a natural source of mineral water that sprouts in Tesalia springs that belonged to the family Zaldumbide. Eugenia Kingler de Guarderas baptized with the name Tesalia her property in Machachi, which has two pools with mineral water that offers curative effects, after visiting the spas of Thessaly in Greece. She used this name since she fell in love with the beautiful scenery. Gütig that in German language means excellent is the brand's best-selling mineral water in the country because it is currently being exported to several countries.

## 2.2. Analysis and Interpretation of the results of surveys applied to the authorities at the tourism department of the Mejía canton

**Question N° 1.** Do you consider that tourism generates employment opportunities?

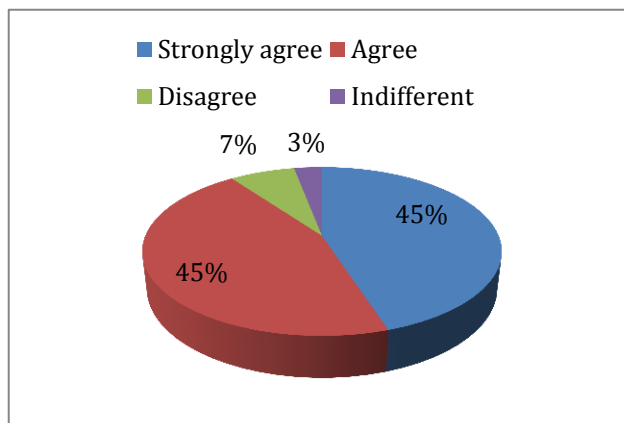
**TABLE N° 1**

Options	F	%
Strongly agree	45	45%
Agree	45	45%
Disagree	7	7%
Indifferent	3	3%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**GRAPHIC N° 1**



Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**Analysis and interpretation.** - According to this question, 45% of respondents strongly agree that tourism generates job opportunities. In addition, 45% of them agree with this statement. Meanwhile, 7% disagree and finally 3% is indifferent if tourism generates employment opportunities or it does not.

With regard to this question, it is possible to say that tourism is a producer of employment opportunities because a lot of people visit Ecuador; this allows the tourism sector to increase its revenues and increase employment opportunities.

**Question N° 2.** On what extent do you consider that tourism would improve the economy of Machachi parish?

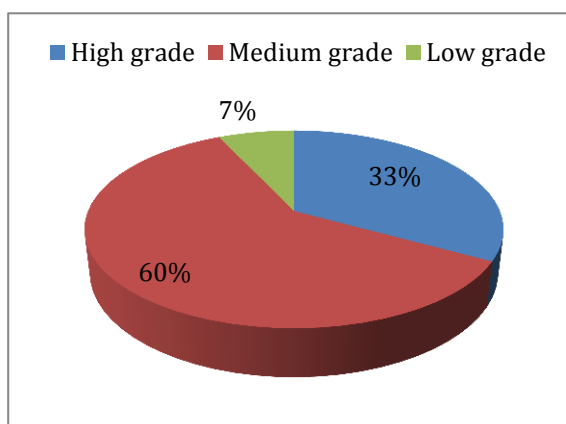
**TABLE N° 2**

Options	F	%
High grade	33	33%
Medium grade	60	60%
Low grade	7	7%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**GRAPHIC N° 2**



Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**Analysis and interpretation.** - To this question, 33% of the population considers that tourism would improve the economy of the parish to a high grade, and 60% said it would be in the medium grade, while 7% say the improving economy because tourism would be low grade.

Interpreting the responses, the results are positive as survey respondents claim that tourism is an economic factor that could benefits whole parish and not only to people who are directly related to this field thus it is possible to consider that if the tourism activity increases, the economy would automatically increase, too.

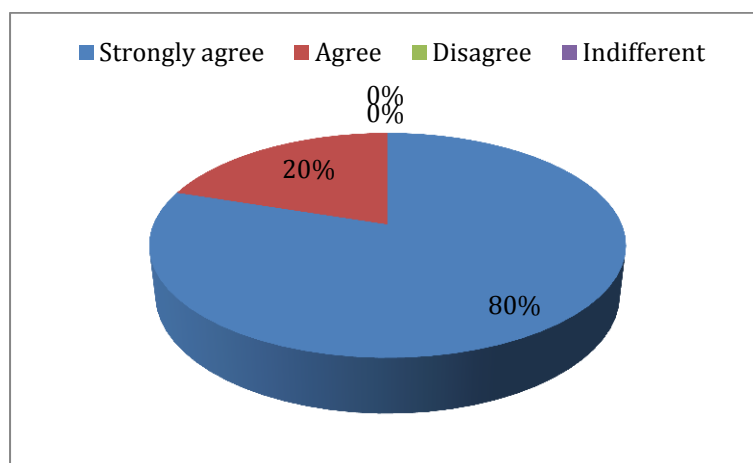
**Question N° 3.** Do you think that tourism is an appropriate way to learn about different cultures?

**TABLE N° 3**

Options	F	%
Strongly agree	80	80%
Agree	20	20%
Disagree	0	0%
Indifferent	0	0%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Surveys applied to the authorities at the tourism department of the Mejía canton  
Elaborated by: Changoluisa Marco

**GRAPHIC N° 3**



Source: Surveys applied to the authorities at the tourism department of the Mejía canton  
Elaborated by: Changoluisa Marco

**Analysis and interpretation.** - 80% of the population strongly agree with tourism is the best way to know different cultures, and 20 of them agree with this statement. Anyone disagrees or is indifferent to this question.

Whenever people from different countries talk to each others they are not limited to ask information because they exchange ideas, thoughts and opinions that results in a learning that benefits the individuals involved. That is why tourism is the adequate way to know different cultures.

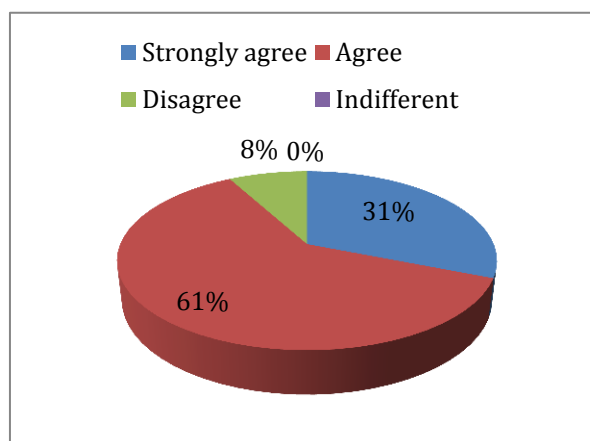
**Question N° 4.** Do you consider that in the last five years tourism has increased in Machachi?

**TABLE N° 4**

Options	F	%
Strongly agree	31	31%
Agree	61	61%
Disagree	8	8%
Indifferent	0	0%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Surveys applied to the authorities at the tourism department of the Mejía canton  
Elaborated by: Changoluisa Marco

**GRAPHIC N° 4**



Source: Surveys applied to the authorities at the tourism department of the Mejía canton  
Elaborated by: Changoluisa Marco

**Analysis and interpretation.** - According to the results 31% of the population is strongly agree that tourism has increased in the past five years. Also, 61% of respondents agree that this increase has occurred. On the other hand, 8% of them disagree with this statement.

It is possible to say that tourism has increased significantly in the last five years, a lot of people arrive to Machachi but the infrastructure and facilities for tourists are still insufficient therefore the image projected by the parish does not correspond to a prominent tourist destination.

**Question N° 5.** What are the factors do you consider that have increased the tourism in Machachi?

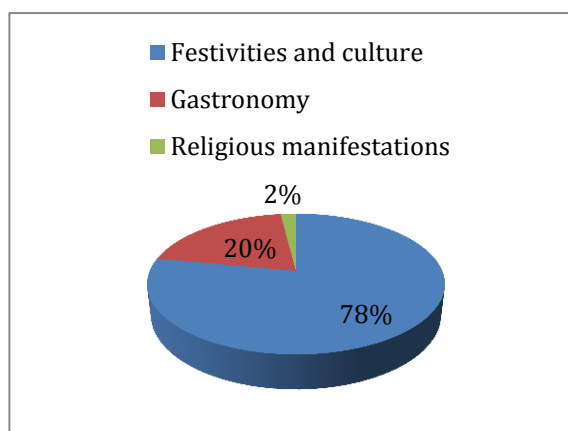
**TABLE N° 5**

Options	F	%
Festivities and culture	78	78%
Gastronomy	20	20%
Religious manifestations	2	2%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**GRAPHIC N° 5**



Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**Analysis and interpretation.** - To this question 78% of respondents argued that the festivities and culture of Machachi parish is the main factor by which tourism has increased. In addition, 20% of the population ensures that the gastronomy is the reason for this raise. Finally, 2% said religious manifestations have been the reason why tourism increased.

The interpretation leaves no doubt because the festivities and culture aspects of Machachi parish are the most significant aspects. It is possible to include and highlight the Chagra's processional parade that is well-known throughout the country and attracts many foreign tourists as well.



**Question N° 6.** Do you consider that the Municipality of the Mejía canton applies initiatives that promote tourism?

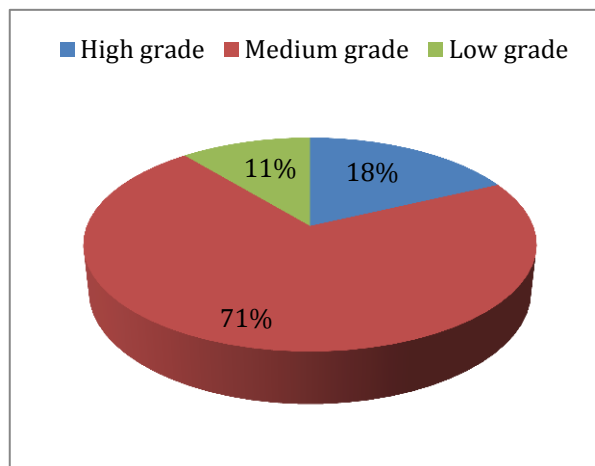
**TABLE N° 6**

Options	F	%
High grade	18	18%
Medium grade	71	71%
Low grade	11	11%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**GRAPHIC N° 6**



Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**Analysis and interpretation.** - According to the results 18% of the population considers to a high grade that the application of initiatives of Municipality permit to promote the tourism. Also, 71% thinks to a medium grade that these initiatives benefit to the tourism promotion. 11% believes to a low grade that the initiatives let to promote tourism in the parish.

Rendering to the results, it can be said that it is not enough to have touristic places or landscapes but it is necessary to apply initiatives in order to promote them and if these initiatives come from the authorities the results would be positive for entire parish.

**Question N° 7.** Which of the following media do you consider is the best suited to promote tourist places in the Machachi parish?

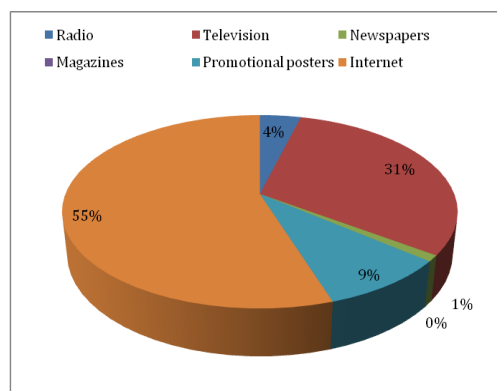
**TABLE N° 7**

Options	F	%
Radio	4	4%
Television	31	31%
Newspapers	1	1%
Magazines	0	0%
Promotional posters	9	9%
Internet	55	55%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**GRAPHIC N° 7**



Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**Analysis and interpretation.** - To this question, 4% expressed that the radio as the best option to touristic promotion. Besides, 31 people, who correspond to 31%, consider that television as the most suitable to this propose. In addition, 1% statements the newspapers are an adequate option. Meanwhile, anyone believes that magazines are useful in order to promote touristic places. In addition, the promotional posters are adequate to this promotion according to 9%. Then, 55% contemplates Internet as the most suitable media to promote touristic places in Machachi parish.

The Internet is the ideal media to promote tourist web pages because this is the technological tool that breaks the barriers of time and distance since anyone anywhere can access to the information since its scope is not limited.

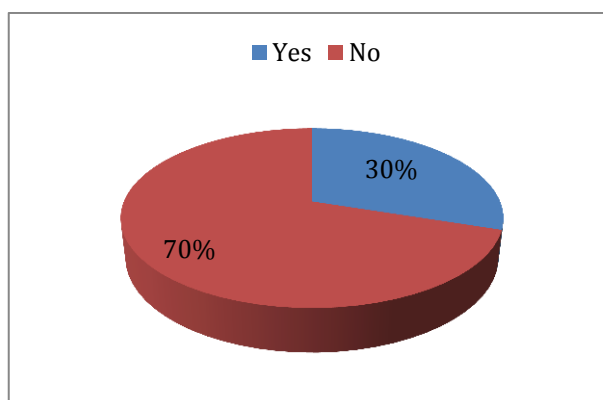
**Question N° 8.** Do you know anything or any activity for the promotion of tourism in the Machachi parish?

**TABLE N° 8**

Options	F	%
Yes	30	30%
No	70	70%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Surveys applied to the authorities at the tourism department of the Mejía canton  
Elaborated by: Changoluisa Marco

**GRAPHIC N° 8**



Source: Surveys applied to the authorities at the tourism department of the Mejía canton  
Elaborated by: Changoluisa Marco

**Analysis and interpretation.** - Most of the population represented by 70% does not know any way or activity to promote tourism in Machachi. Opposite to this, 30 people that correspond 30% know ways or activities effective to promote the tourism in the parish.

Many people believe that if the transport service improves their units' conditions and the information about its itinerary it would increase the influx of tourists. In addition, respondents claim that restoration, conservation and promotion of monuments would be one way to encourage tourism in the parish. All these suggestions would be beneficial to increase touristic activity in the parish as long as the authorities take them into account.

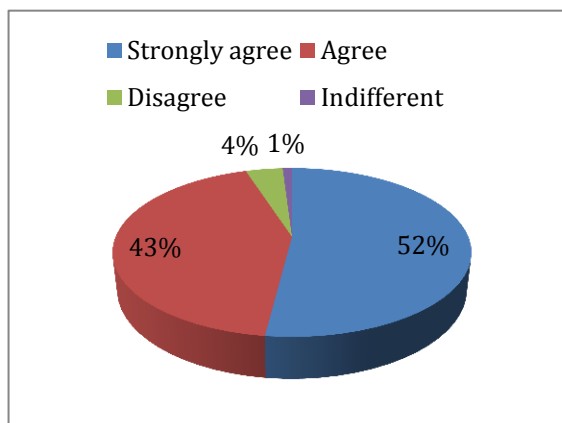
**Question N° 9.** Do you think that a Web page on the Internet for tourism promotion would be a suitable medium to increase tourism in the Machachi parish?

**TABLE N° 9**

Options	F	%
Strongly agree	52	52%
Agree	43	43%
Disagree	4	4%
Indifferent	1	1%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Surveys applied to the authorities at the tourism department of the Mejía canton  
Elaborated by: Changoluisa Marco

**GRAPHIC N° 9**



Source: Surveys applied to the authorities at the tourism department of the Mejía canton  
Elaborated by: Changoluisa Marco

**Analysis and interpretation.** - 52% of the population strongly agrees that a web page would be the best medium for tourism promotion and to increase tourism in the parish. Moreover, 43% also consider that a web page is adequate for tourism promotion. 4% disagrees with this statement while 1% is indifferent about this question.

Although on the Internet there is a lot of information, it is not totally reliable even this may be harmful. For this reason, a touristic web page well administrate would be the best ally of the tourists when they plan a trip because they can obtain features of a specific place through this media quickly and effectively thus a web page is the best option for tourism promotion.

**Question N° 10.** What content would you consider that a web page should include in order promoting tourism in the Machachi parish?

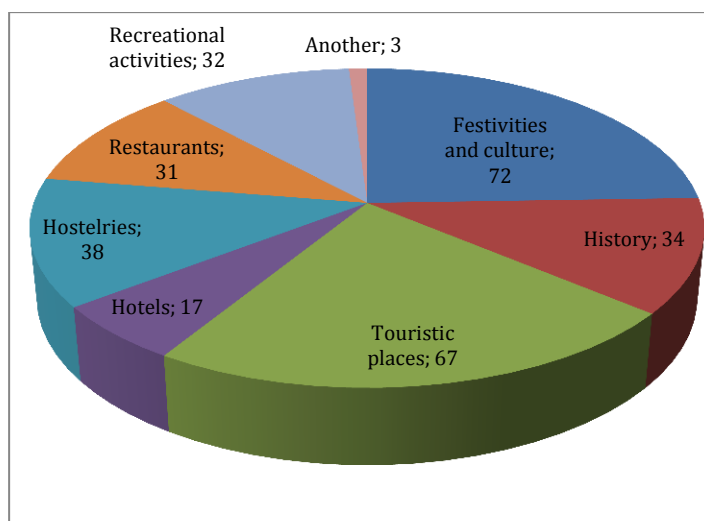
**TABLE N° 10**

<b>Options</b>	<b>F</b>
Festivities and culture	72
History	34
Touristic places	67
Hotels	17
Hostelries	38
Restaurants	31
Recreational activities	32
Another	3
<b>TOTAL</b>	<b>294</b>

Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**GRAPHIC N° 10**



Source: Surveys applied to the authorities at the tourism department of the Mejía canton

Elaborated by: Changoluisa Marco

**Analysis and interpretation.** - According to the opinion of respondents the option Festivities and culture was selected 72 times, the alternative History was marked 34 times. The tourist sites were selected on 67 occasions. 17 people chose the option Hotels. In addition, 38 respondents selected hostelries as the most suitable option. 31 people marked the box Restaurants, while the option Recreational Activities was marked 32 times. Finally, the option Other was marked by 3 people.

According to the results, it is possible to say that all options would be adequate to be included in the design of a web page. In addition, many people consider that would be necessary to include information about national parks and native species of plants and animal that they have.

### **2.3. Interview to Authority from Municipality of the Mejía canton**

#### ***Interview 1: Liliana Gutierrez: Tourist promoter of the Mejía canton.***

**Question N°1.** Do you consider that Machachi parish as an important tourist place in the regional outlook? Why?

The interviewee considers that Machachi as a significant place in the touristic field because it receives tourists from different countries because of its location since it is situated near to the Cotopaxi National Park. In the other hand, the activities that the parish offers to tourists and its urban infrastructure are factors that increase the number of the visitors.

**Question N°2.** Do you think that tourism in the Machachi parish is a sustainable source of income?

The authority stated that tourism is not a sustainable source of income because does not exist a link between Municipality and enterprises that uses tourist resources from different parishes because these are looking for reduce costs in order to get benefits.

**Question N°3.** Do you consider that it is necessary to increase the promotion of tourism in the Machachi parish?

The tourist promoter said that it is not only necessary to increase the promotion of tourism it is necessary to strengthen it. Also, she mentioned that people have invested in infrastructure looking for attract tourists to the parish.

**Question N°4.** In which way do you consider that it is possible to increase tourism in the Machachi parish?

The interviewee considers that the best way to increase tourism is improving basic aspects of the parish. For example, she cited that the access routes could improve which would increase the influx of tourists.

**Question N°5.** What possibilities to increase tourism would exist by providing to the Municipality a Web page on the Internet with tourist information?

The tourist promoter mentioned that a web page would be ideal to increase tourism and in the parish as it may contain useful information for tourists. In addition, this same information could be used to develop applications for smart phones.

**Interpretation.** - Tourist promoter of the Mejía canton considers Machachi as an important touristic place because of its location since it is between Cotopaxi volcano and the route that leads to the Costa region. Although the parish has tourist places, it is not possible to define tourist activity as a sustainable source of income for the lack of organization and relations between the municipality and the companies that provide tourist services. In addition, tourism could definitely increase if the municipality has a website with detailed and not as general information such as the current one.



## **2.4. Conclusions and recommendations**

### ***Conclusions***

- The most of the population considers that the tourism is the most important power that generates employment opportunities and therefore it improves the economy of the parish.
- Tourism activity is an adequate way to learn aspects of different cultures and countries.
- Machachi authorities aren't applying enough strategies in order to foment tourism.
- Basic aspects of the parish are not prepared to give a good service to tourists that visit the parish.
- A web page that includes relevant information is the best way to publicize touristic places in the parish according to the people.

## ***Recommendations***

- Municipal authorities should increase the development of tourism within the parish in order to improve its economy and to generate employment opportunities.
- It is recommendable to preserve autochthonous aspects of the Machachi parish culture in order to possible tourists learn about them and share their own through touristic activity.
- To promote touristic activity in Machachi parish is not only necessary to create and apply strategies that permit it but the authorities have to apply useful plans to preserve the touristic places in the parish.
- In order to increase the tourism in the parish it is indispensable to improve aspects such as infrastructure and transport service since these aspects are insufficient to tourists who visit the parish.
- It is necessary to create a web page that includes useful information that permits to tourists know places, practice sports, do activities and discover the advantages to visit Machachi parish.

## **CHAPTER III**

### **PROPOSAL**

#### **TOURISTIC WEB PAGE OF MACHACHI PARISH**

##### ***3.1. Informative data***

**Institution:** City Hall of the Mejía Canton

**Province:** Pichincha

**Canton:** Mejía

**Parish:** Machachi

**Phone:** (02) 3819-250

**Kind of institution:** Public

**RESEARCHER:** Changoluisa Marco

**LEVEL:** Pre - Graduate at University Technical of Cotopaxi

### ***3.2. Importance***

Currently, information is accessible to most of the world's population that has improved relationships and has boosted trade between different entities. It is even possible to say that education has expanded beyond the classroom and created a new way of teaching and learning regardless of time or place. The information and communication technology (ICT) allow people to access all kinds of information reducing the barriers of both time and space.

In addition, the environment is less affected since the raw material such as paper is no longer used in large quantities to disseminate information. Communication is more dynamic and simple that improves the quality of life of individuals since with ICT have emerged with new job opportunities and also a new type of market.

This is the case of tourism and its promotion that generates employment opportunities and has a powerful ally it is the Internet. Ecuador has the need to provide information to potential visitors, as they require sufficient references to enable them properly planning a trip and enjoy the tourism benefits offered by the country.

The information provided by a web page should not be limited to basic services offered by a specific place, nor overwhelm people with unnecessary information which may confuse potential tourists. On the contrary, a touristic web page has to provide useful information which allows the visitor to reach a place and to know what he can find in it including food, activities, transportation, accommodation or cultural aspects even addresses of other places.

In fact, a web page in order to increase the touristic activity will be useful because it will benefit Machachi parish including all people who work in the tourism sector and tourists who will visit the web page looking for information about the parish before

leaving their country.

### ***3.3. Justification***

This work has been created due to the need to make known the tourist sites of Machachi parish that are unknown to tourists because they have not a suitable diffusion. It has been used the English language to promote them because it is the most spoken in the world and the most important in the touristic sector.

The purpose of this work is to create a web page, which contains information in English about the most representative tourist places within the parish including useful descriptions about hostels, restaurants, festivities and cultural aspects. Thus, this page would become a tool that allows tourists have an unforgettable stay no matter if they do not speak Spanish.

The advantages of this work is that foreign tourists will find all the necessary tourist information about the parish in a single web page that will be useful to them when they planning a trip before they leaving their residence. Furthermore, tourism in the parish and therefore income from tourist activity will increase.

The tourist places that used to promote separately now have a platform aimed at tourists that unifies and strengthens them offering a better touristic service that improve the image of Machachi parish. It is possible to emphasize that the page is the first that has touristic information about the parish and it would be linked to the local municipality, that means that it will always have updated information that will be used in other endeavors that share the same goal that is to increase the influx of tourists in the parish turning it into a regional tourist reference.

### ***3.4. Objectives***

#### **General Objective**

- To increase the tourism activity in Machachi parish through the creation of a touristic web page that contains useful information in English based on a list of the outstanding tourist places in Machachi.

#### **Specific Objectives**

- To select the most relevant places and cultural aspects about Machachi parish with a properly description.
- To determine the basic needs of tourists who visit the parish and the way to satisfy them.
- Design a friendly tourist web page to tourist friendly web page with information in English that benefits owners of tourist establishments and foreign tourists.

### ***3.5. Foundation***

#### ***3.5.1. Theoretical***

The theoretical foundation of the proposal is based on the creation of one web page in order to increase tourism in the Machachi parish. This page is intended for potential visitors, this means that foreign tourists can view information about tourist aspects about the parish and thus plan their trip before leaving their home.

Nowadays, ICT allow people to access all kind of information and Internet is the most used tool in the world to tourism promotion that's why, it is the ideal platform to promote tourist attractions of any place. Also, it permits to create websites with almost any purpose.

In this way, the website will have relevant information about the most important places within the parish; also it will be possible to look at photographs of all the sites that are on the list. In addition, there will be links to people who choose to make a reservation at one of the promoted places. Furthermore, there will be information about the most important festivities, details about companies that have their headquarters in the parish and a brief history about the parish and its most representative character that is el Chagra.

### ***3.5.2. Psychological***

The use of ICT improved relationships between people. Human beings are social by nature and found on the Internet how to relate to others regardless of distance. Moreover, to seek to relate to others, human beings seek to satisfy needs. That's why the sociological foundation of the proposal is based on satisfy the existing needs in tourists who could not find useful information in English about the tourist sites in Machachi parish, and people engaged in tourism work who did not have the desired projection of their product or establishment.

Once the page is active tourists can organize their trips in advance without having any doubt about accommodation and activities that they can find in the parish. On the other hand the people who work in tourism will verify how income from tourists is higher and therefore their income as well. For all this, both sides will evidence positive aspects that arise from the creation of a tourism web page.

# **Touristic web page**

## **Introduction**

This web page has been created to increase tourism activity within the Machachi parish using the English language as the main source to publicize the tourist places that often are not part of the list of options of tourists, as the provided information is not adequate and it is in Spanish language.

The English language, which is the most spoken in the world, has broken the language barrier since most of the world's population has adopted this language like their own that is why the creation of the web page was based on this language since it is ideal for business and to promote tourist destinations.

Based on this fact, the website has updated useful information about establishments that meet the needs of tourists. This information specifies the details of the facilities, the services that the tourist could find, also the activities that tourists can performance and a photo gallery that allows tourists to get familiar with the region. It also includes a brief history of the parish Machachi and several places of interest.

In addition, this web page has links to social networks that are related to promoting tourism in Machachi and where visitors can share their experiences after visiting the parish. The web page has a sketch map of the parish and around which facilitates the arrival of tourists, there is also a list of data of interest that includes temperature, population, and language of the parish. The most important festivals and their meaning are included, this will help visitors understand and celebrate them with the inhabitants of Machachi. All sites, which have provided support for the development of this web page, have a link so that potential visitors make their reservations.



## Description

The tourism web page has been created from an account on website called Wix.com that is an Online Website Builder that allows the creation and editing of web pages directly on Internet. Furthermore, the page will have an Internet domain that will be provided by the Municipality of the Mejía Canton as this tourist web page has been developed with the support of the authorities in charge of the tourism aspect in Machachi parish.

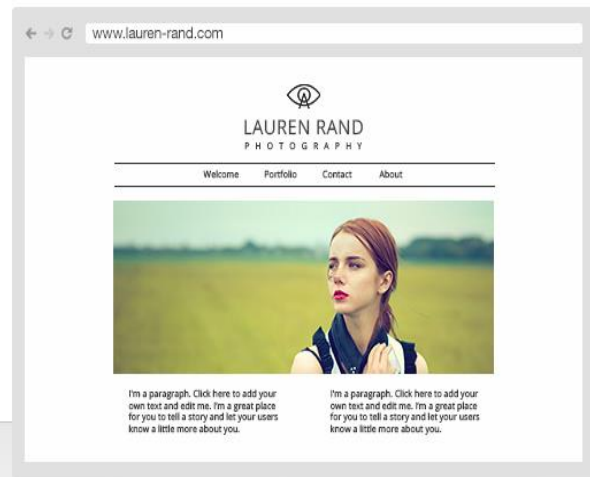
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Haz clic debajo para iniciar una sesión usando:

 Iniciar Sesión con Facebook

 Iniciar Sesión con Google

After logging in, the option to create a new project displayed or if one already exists a miniature of the project's home page appears. So, it is possible to access to check or modify it.

 proyectomachachi ▾

Mis Sitios Plantillas Explora ▾ Suscripciones ▾ Ayuda

 Panel de Control

 Accesos Directos

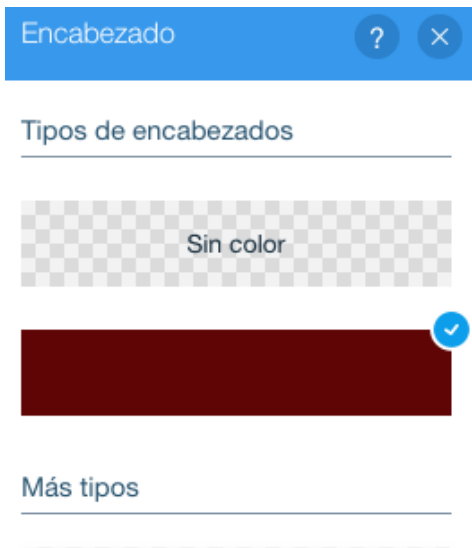
 Opciones del sitio



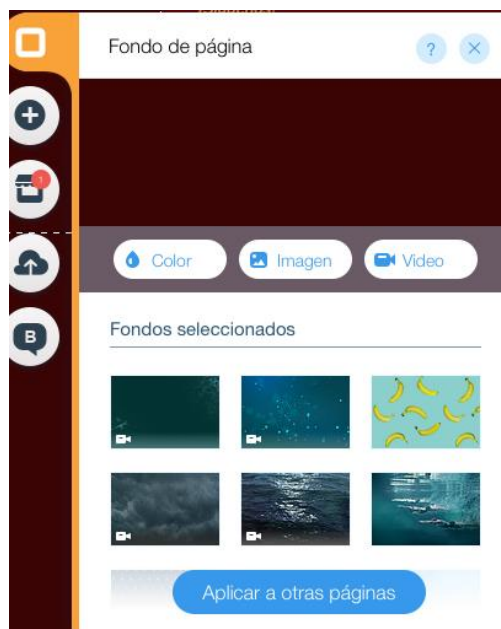
proyectomachachi Propietario  
<http://wchangoluisa.wix.com/proyectomachachi>  

 Editar Sitio  Haz Upgrade

To add information or modify the web page there are many options to do this, one is Encabezado that allows designing the look of the page. This process is simple if the color will dominate the site has been chosen beforehand.



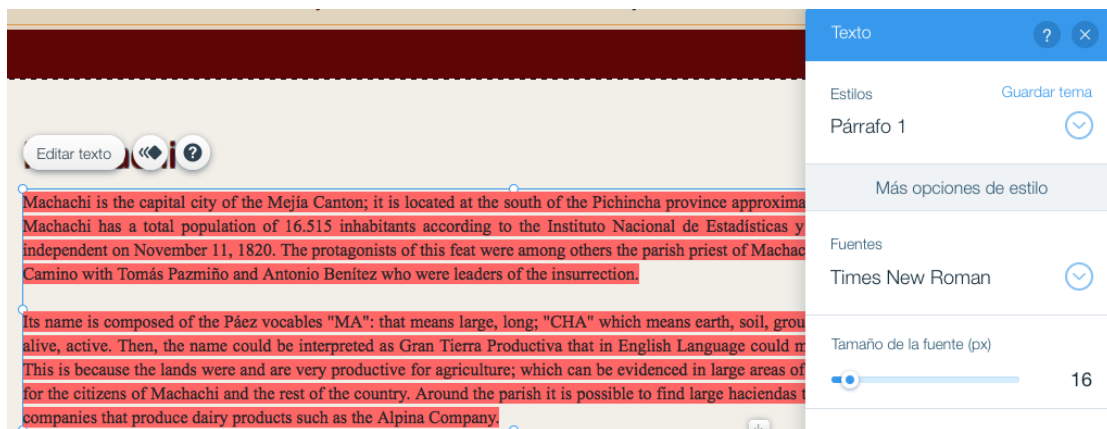
In addition, it is possible to choose the page background of a wide variety of pictures and colors that fit the need of the person who is creating the web page.





In the next option the possibility to improve the appearance of the website is displayed because it is doable to add text and modify it accompanied by bottom style enhanced in the same way. This tab has the same characteristics as a word processor that facilitates its use.

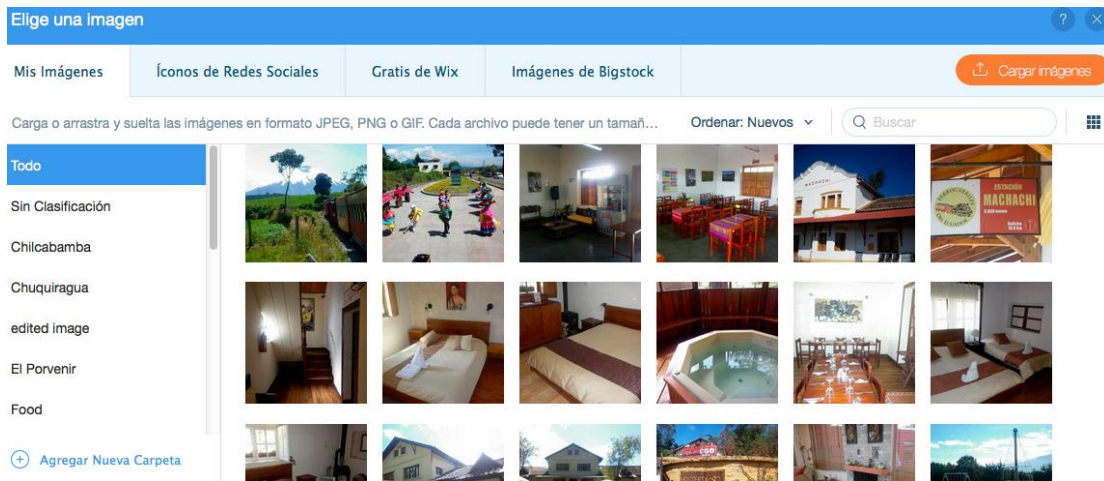




The added text highlights with the use of the cajas contenedoras that match with the background and the color of the web page.

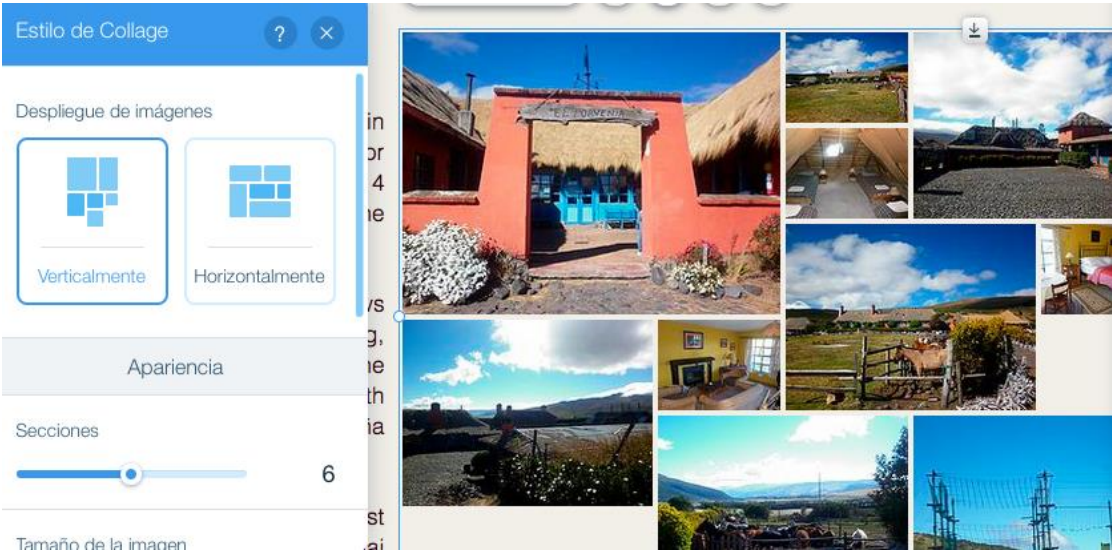
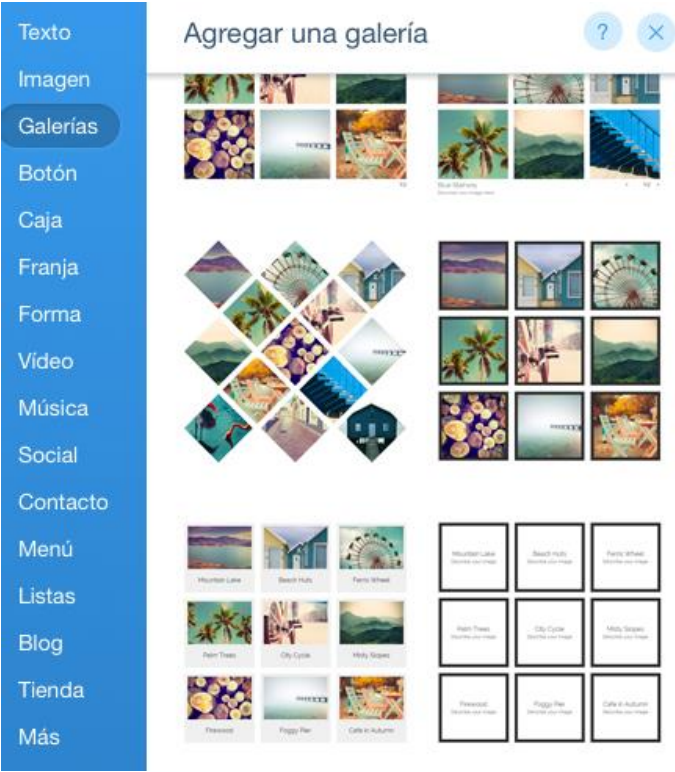


Following the catalog of possibilities, the following provides the facility to add pictures from the computer or from different sources such as: Instagram, Picasa, Flickr, Facebook, etc.



Original photographs taken by Marco Changoluisa

The images that have been selected can be arranged in different ways. Using Galerías it is feasible to find various types of grids to complete this purpose.



Original photographs taken by Marco Changoluisa



Furthermore, it is doable to choose how the picture will be presented to visitors when it is clicked.



Original photographs taken by Marco Changoluisa

The touristic web page can be modified countless times using the same steps that have been previously detailed also it is feasible to add innumerable links to relate the web page to the social network in order to develop its scope conforming to the aims and objectives that are being pursued by the researcher. The finished but not definitive project presents the touristic places of Machachi parish in the following scheme and design.

## Home

The page is hosted on the link "<https://wchangoluisa.wix.com/proyectomachachi>". The potential tourist or the person who wants to get tourist information about the Machachi will find distinctive images of the parish on the *home page*. First appears the photograph of the monument to "El Chagra" which is the most representative character of Machachi for its traditions and customs. The second photograph shows in its entire splendor "El Corazón" mountain, which undoubtedly is a great attraction that invites tourists to visit the parish. A third photograph shows one of the most representative inns of this place. "El Porvenir" located very close to Cotopaxi volcano that appears on the background of the picture.



Original photograph obtain from Google™



Original photograph obtain from Google™



Original photographs taken by Marco Changoluisa



## History

Above the images it is shown the main menu that has several options from which the first is the **history** of the parish. Clicking on this option the page that contains a brief history of Machachi including general aspects of the location is displayed. In addition, it is showed the description of the distinctive character of Machachi, "El Chagra", including the main characteristics. In this way the possible tourist will know the reason of the main festivity in the parish. Furthermore, an industrial look of this place is shown describing the production of mineral water by Tesalia Springs Company.

### Machachi

Machachi is the capital city of the Mejía Canton; it is located at the south of the Pichincha province approximately 40 minutes from Quito. Machachi has a total population of 16.515 inhabitants according to the Instituto Nacional de Estadísticas y Censos (INEC). It became independent on November 11, 1820. The protagonists of this feat were among others the parish priest of Machachi Dr. Tadeo Romo and José Camino with Tomás Pazmiño and Antonio Benítez who were leaders of the insurrection.

Its name is composed of the Páez vocables "MA": that means large, long; "CHA" which means earth, soil, ground; and "CHI" which means alive, active. Then, the name could be interpreted as Gran Tierra Productiva that in English Language could mean Great Productive Land. This is because the lands were and are very productive for agriculture; which can be evidenced in large areas of crops that are a food source for the citizens of Machachi and the rest of the country. Around the parish it is possible to find large haciendas that provide raw materials to companies that produce dairy products such as the Alpina Company.

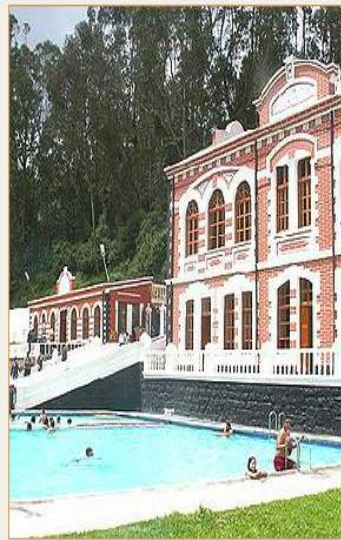


### El Chagra

El Chagra is a synonym for this parish. The clothing of the chagra consists of a shirt, a poncho, a trilby, a wool sheep scarf and the zamarro. The presence of chagra dates back to Inca Empire where it was called chagra-camayúc who was a person of prestige. Moreover, its name is derived from Chacra which is the land cultivated with corn; this means, chagra is that the person who has land and also has knowledge of agriculture and cattle. In Quechua, it was called chagra-cama to the person who takes care of the pieces of ground.

That's where the term is shortened to chagra that defines the mestizo peasant who makes farming and cattle in the Ecuadorian sierra. Despite the passage of time, the character of the Chagra is maintained until today, like their traditional way of riding, his dress, how to master the cattle from his horse and his music. It is for this reason that every year in the month of July is celebrated the Chagra's processional parade that attracts hundreds of national and international tourists to enjoy the parade which is filled of traditional dances and of course the presence of the Chagra who demonstrates his ability to dominate and control his horse and the cattle. In addition, there are cultural activities carried out as popular bull fights.

Original photograph obtain from Google™



### La Tesalia

Machachi is also known as a natural source of mineral water that sprouts in Tesalia springs that belonged to the family Zaldumbide. Eugenia Kingler de Guarderas baptized with the name Tesalia her property in Machachi, after visiting the spas of Thessaly in Greece. She used this name since she fell in love with the beautiful scenery. This is also the reason why in Machachi the spa, which has two pools with mineral water that offers curative effects, was built. Güitig, that in German means excellent, is the brand's best-selling mineral water in the country.

Its marketing began in the early twentieth century with the initiative of the French citizen Pierre Denis. In 1921 he founded The Tesalia Springs Company that is the first Ecuadorian Drinks Company. The strength of this company has allowed the growth of the Güitig image that is currently being exported to several countries.

Original photograph obtain from Google™

## Accommodation

*Accommodation* is the next option from the main menu. Selecting this option a list of the main lodges unfolds. The tourist will find helpful information to plan a trip to visit the Machachi parish. Tourists can make an online tour of each of the hostelries finding their locations, descriptions, services, activities and more importantly a photo gallery that allows tourists to appreciate the details of the facilities. At the bottom of the page are links that allow tourists to make their advance reservations telephonically or online.



- El Porvenir
- Los Mortiños
- Santa Ana
- The Secret Garden
- Chilcabamba
- Chuquiragua Lodge
- Papagayo
- Rancho Merceditas

## *Hacienda "El Porvenir"*

This hacienda, which was established in 1999, is located in the Tierra del Volcán in the Central Andes of Ecuador in the foothills of Rumiñahui volcano and 4 kilometers from the northern entrance to the Cotopaxi National Park.

It specializes in ecotourism and this allows tourists practice horse riding, mountain biking, high ropes course, and guided tours to the Hacienda El Tambo that is located on the south side of Cotopaxi volcano near Quilindaña Mountain.



Original photographs taken by Marco Changoluisa

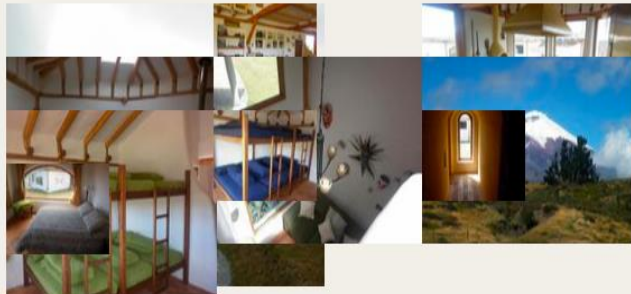
### **Reservations:**

<http://www.tierradelvolcan.com/espanol/info@volcanoland.com>  
+593 2 204 1520

## *"Los Mortiños"*

This farm takes its name from the native plant in this region. It is located at 3620 meters above sea level near the northern entrance to the Cotopaxi National Park. It was inaugurated in June 2011 making it one of the most modern hostleries of this sector.

In this place it is possible to practice outdoor activities like horseback riding to Los manantiales, guided tours to the Cotopaxi volcano's glacier, hiking to Rumiñahui volcano summit and to the waterfall of Cóndor Machai and also there is a climbing wall for every tourist that visit the hacienda.



Original photographs taken by Marco Changoluisa

### **Reservations:**

[losmortinos@gmail.com](mailto:losmortinos@gmail.com)  
[www.losmortinos.com](http://www.losmortinos.com)  
+593 9 39769730



## *"Santa Ana"*

Within this hacienda remain religious details of the sixteenth century since it belonged to the Jesuits. In 2009 this hacienda was completely remodeled such that it retains its religious heritage combined with the surrounding environment.

Tourists will find seven spacious rooms decorated with hand-painted murals of the Renaissance period, in addition there is a restaurant and all the services that tourists may need.

The offered activities are diverse, including hiking, mountain biking, horseback riding and craft fishing which allows interaction between tourists and native families of this sector.



Original photographs taken by Marco Changoluisa

### **Reservations:**

[www.santaanacotopaxi.com](http://www.santaanacotopaxi.com)

[sales@santaanacotopaxi.com](mailto:sales@santaanacotopaxi.com)

+593 2 2224950

## *"The Secret Garden"*

Colonial Hostel: Established in 2007, it is located in the foothills of Pasochoa volcano but also has a branch in Quito for tourists who prefer the city tourism.

The attractions offered here are numerous and striking which includes guided hiking to the Cotopaxi volcano or to the glacier of volcano, to Rumiñahui and Pasochoa volcanoes. In addition it includes a relaxation area with a Jacuzzi and a giant hammock facing the Cotopaxi volcano.



Original photographs taken by Marco Changoluisa

### **Reservations:**

[www.secretgardenquito.com](http://www.secretgardenquito.com)

[www.secretgardencotopaxi.com](http://www.secretgardencotopaxi.com)

[hola@secretgardenquito.com](mailto:hola@secretgardenquito.com)

+593 2 295 6704



## *"Chilcabamba"*

It is located in the Santa Ana del Pedregal neighborhood, on the road leading from Machachi to Sangolquí on La Ruta de los Volcanes.

This hostelry, which opened in 2009, offers 15 rooms with Internet service. It is also possible practice activities such as guided horseback riding to the Cotopaxi National Park, to the Pita river, also to the Pasachoa volcano, and to the Sincholagua volcano.



Original photographs taken by Marco Changoluisa

### **Reservations:**

<http://chilcabamba.destinationecuador.com/>

## *"Chuquiragua Lodge"*

Established in 2010 it has a modern building that fits the landscape and the needs of tourists as it has rooms for every budget. The rooms have private bathrooms, heating system, also Internet service in the common areas. If visitors prefer adventure there is a camping area with barbecue facilities.

It is possible to explore the environment while activities like horseback riding or biking accompanied by a guide are practiced.

There is also a restaurant, which has capacity for 60 people to hold any kind of event; in addition there is a relaxation area that includes a large Jacuzzi that complements the massage room. These features have made this place the winner of certificates of excellence as well visits of illustrious personages of the country.



Original photographs taken by Marco Changoluisa

### **Reservations:**

[www.chuquiragualodgeandspa.com](http://www.chuquiragualodgeandspa.com)

[chuquiragualodge@gmail.com](mailto:chuquiragualodge@gmail.com)

+593 2 367 4046

## *"Papagayo Hostelry"*

The land where the Hacienda La Bolivia and the hostelry was built belonged to the Marquesa De Solanda and Villarocho, what makes it part of the history of Ecuador.

Completely suitable for tourists has rooms with private bathroom and heating system, as well as having a variety of bedrooms for adventure tourists. Also, it has an relax's area including a jacuzzi that is the perfect way to end an adventure day.

There are several ways to explore the area, such as cycling, horse riding, climbing, hiking and cultural visits which is the best way to harmonize cultures.



Original photographs taken by Marco Changoluisa

### **Reservations:**

[www.hosteria-papagayo.com](http://www.hosteria-papagayo.com)

[info@hosteria-papagayo.com](mailto:info@hosteria-papagayo.com)

+593 2 2310002

## *"Rancho Merceditas"*

In its two years of existence it has been recognized around the world for its excellent service. It is located in La Moya neighborhood and it is able to accommodate 22 people in its spacious and comfortable rooms that have private bathrooms and heating system.

In addition, it has a reception hall with capacity for 60 people where it is possible to make any kind of event. It is also possible to taste dishes prepared by an international chef.



Original photographs taken by Marco Changoluisa

### **Reservations:**

[www.hosteriamerceditas.com](http://www.hosteriamerceditas.com)

[informacion@hosteriamerceditas.com](mailto:informacion@hosteriamerceditas.com)

+593 9 995227227

## Gastronomy


**Gastronomy** is the option that will allow tourists to access a list of restaurants that offer typical local dishes. In addition, a description of the plates that are autochthonous to the parish Machachi is shown.

### *Gastronomy*

The typical dishes of each region is a distinctive aspect of Ecuador. Machachi is no exception as this parish stands out for its typical dishes such as hornado con mote, tortillas, humitas, caldo de pata, yahuarlocro; all these dishes are accompanied by chicha which is a traditional and delicious drink.

**Restaurants:**

Casa de la Abuela  
Cristobal Colón Street and Colombia Street



Original photograph obtain from Google™

Cuy Coffee  
Cristobal Colón Avenue, next to the former Isabel Yáñez School

El Pedregal  
Cristobal Colón Street and Rafael Perez Pareja Street

La Esquina del Sabor  
11 de Noviembre Street and Pérez Pareja Street in front of the Hospital

La Posada del Chagra  
Amazonas Avenue and Rafael Arroba Street



Original photograph obtain from Google™



## Touristic Places

Touristic places; it is the alternative that includes natural elements such as "El Corazón" mountain and the Pasochoa volcano that are attractive to tourists. In addition, architectural gems as "La Estación" which is part of the history of Ecuadorian train and the main church of Machachi with their descriptions and photographs are included too.

### "La Estación"

The train station in Aloasí called Machachi, which was restored in 2008, is a transit point for the train coming from Chimbacalle to El Boliche.

The tourist value of this station is very important because many tourists know Machachi this way. The restoration of the railway in 1999 has been a turning point with regard to tourism because this meant increasing tourist arrivals to the parish Machachi.

This is not a simple station and is also a restaurant where it is possible to taste typical dishes of Machachi and the sierra in general. After that, the train continues its route to El Boliche recreation area where it is feasible to see the Cotopaxi volcano in its entire splendor.

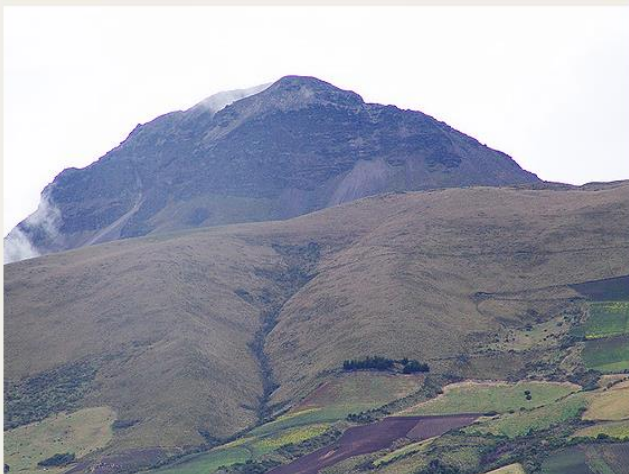


Original photographs taken by Marco Changoluisa

### "El Corazón Mountain"

It is located at 4788 meters above sea level. It is possible that the name derives from the presence of two waterways in the northwest slope which from a distance forming a figure resembling a heart.

This mountain is covered by pajonal and mortiño, in terms of wildlife, it is composed by foxes, wild rabbits and weasels several species of birds such as hawks and hummingbirds.



Original photograph obtain from Google™

## *"Paschoa Volcano"*

The Paschoa volcano, which reaches a height of 4199, is composed of several sharp peaks devoid of snow and covered by sparse vegetation. It can be found for plants like chuquiraga, mortiño and pajonal. Also, the fauna is represented by species such as cattle, horses and mules. On the other hand there are species of birds like the tórtola, blackbird and black vulture.

The central depression inter-Andean failure consists of dormant volcanoes Paschoa, Ilaló and Rumíñahui that offering an unbeatable view.



Original photograph obtain from Google™

## *"Machachi's Main Church"*

The construction of this religious building, which measures 2940 meters, began in 1901 and ended about thirty years later. The church was restored in 1950 and in 1976. In 1956 two towers were built which have modernist features. This church is composed of three naves being the central larger. Also inside the building there are altars with religious images of historical value.

Its altarpiece is made of wood, carved and decorated with gold leaf and is dedicated to Lord of the Holy School, which has its festivity of Holy Week Tuesday.



Original photograph obtain from Google™

## Location

The last option is ***Location*** that offers tourists landmarks. First, Machachi is marked on the map of Ecuador. Second, another map shows the distance between Quito, which is the capital of Ecuador, and Machachi because most foreign visitors arrive by the "Mariscal Sucre" airport in Tababela. The last map shows in detail the entrance road to Machachi. On the other hand, data of Interest intended for tourists are showed in this page for example the climate, altitude, and the date of the most famous festivity.

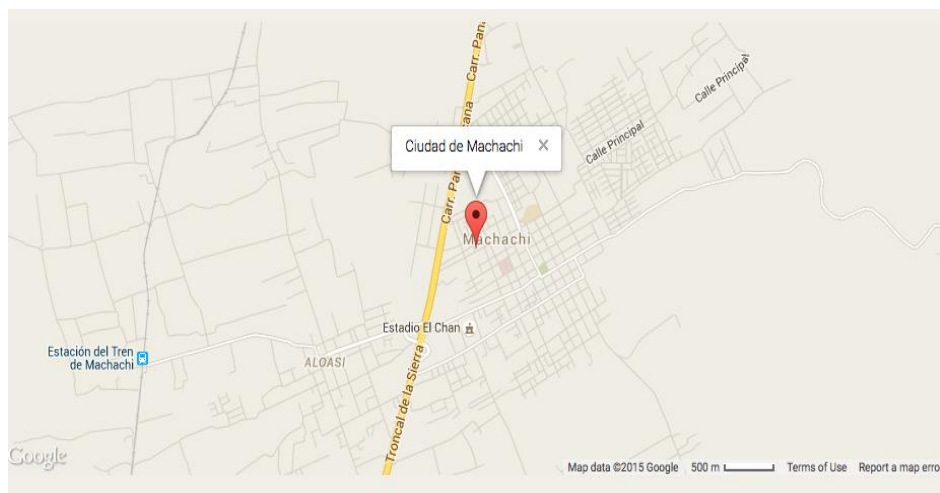


Original image obtain from Google Maps<sup>TM</sup>



Original image obtain from Google Maps<sup>TM</sup>





Original image obtain from Google Maps™

<b>Coordinates</b>	0°31'S 78°34'W
<b>Oficial language</b>	Spanish
<b>Altitude</b>	2945 masl
<b>Weather</b>	14° C
<b>Distance</b>	56,1 km to Quito
<b>Population</b>	(2010) 16 515 inhab
<b>Time Zone</b>	ECT (GMT-5)
<b>Postal Code</b>	EC170350
<b>Dialling Code</b>	593 2
<b>Main Festivity</b>	July 23 (Cantonization and Chagra's processional Parade)
<b>Patron Saint</b>	Santiago El Mayor
<b>Patroness</b>	Virgen de los Dolores

The researcher, who is the creator of the touristic web page called Machachi Parish, is the author of all photographs taken at the facilities of train station La Estación and at all the hostelries. On the other hand, the rest of the photographs as the monumento a El Chagra, El Corazón Mountain, Pasochoa Volcano, photographs of the dishes in Gastronomy option, the Machachi's main Church, and the map of the parish used in this web site have been obtained through Google™ and Google Maps™ on the electronic domains <https://www.google.com.ec/> and <https://maps.google.es/> respectively.

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## **Annexes**



Universidad  
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## Universidad Técnica de Cotopaxi

### Encuesta

**Objetivo:** Esta encuesta busca recopilar información precisa para el desarrollo de una investigación y aplicación de una propuesta para fomentar el turismo en la parroquia Machachi.

**Instrucciones:** Lea cuidadosamente cada una de las siguientes preguntas y marque con una (x) la opción que más adecuada según su criterio. La información registrada es de absoluta reserva.

**1.- ¿Considera usted que el turismo genera oportunidades de empleo?**

☐ Muy de acuerdo    ☐ De acuerdo    ☐ En desacuerdo    ☐ Indiferente

**2.- ¿En qué medida considera usted que el turismo mejoraría la economía de la parroquia Machachi?**

☐ Alto grado    ☐ Mediano grado    ☐ Bajo grado

**3.- ¿Cree usted que el turismo es un medio adecuado para conocer diferentes culturas?**

☐ Muy de acuerdo    ☐ De acuerdo    ☐ En desacuerdo    ☐ Indiferente

**4.- ¿Considera usted que en los últimos 5 años se ha incrementado el turismo en Machachi?**

☐ Muy de acuerdo    ☐ De acuerdo    ☐ En desacuerdo    ☐ Indiferente

**5.- ¿A qué factores considera usted que se debe el aumento del turismo en Machachi?**

☐ Festividades y cultura    ☐ Gastronomía    ☐ Manifestaciones religiosas

**6.- ¿Usted cree que la municipalidad del cantón Mejía aplica iniciativas que fomentan el turismo?**

☐ Alto grado

☐ Mediano grado

☐ Bajo grado

**7.- ¿Cuál de los siguientes medios de comunicación considera usted que es el más adecuado para promocionar lugares turísticos en la parroquia Machachi?**

☐ Radio

☐ Televisión

☐ Periódicos

☐ Revistas

☐ Afiches Promocionales

☐ Internet

**8.- ¿Conoce usted alguna manera o actividad para el fomento del turismo en la parroquia Machachi?**

☐ Si

☐ No

En caso de que su respuesta sea Si, especifique cual:.....

**9.- ¿Cree usted que una página Web en el Internet para promoción turística, sería un medio adecuado para incrementar el turismo en la parroquia Machachi?**

☐ Muy de acuerdo

☐ De acuerdo

☐ En desacuerdo

☐ Indiferente

**10.- ¿Qué contenidos consideraría usted que debería tener una página Web para promocionar el turismo en la parroquia Machachi?**

☐ Festividades y cultura

☐ Historia

☐ Lugares Turísticos

☐ Hoteles

☐ Hosterías

☐ Restaurantes

☐ Actividades recreativas

☐ Otra.....

**Gracias por su colaboración**



Universidad  
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Cotopaxi

## Universidad Técnica de Cotopaxi Entrevista a Autoridades del Cantón Mejía

**Objetivo:** Esta entrevista busca recopilar información precisa para el desarrollo de una investigación y aplicación de una propuesta para fomentar el turismo en la parroquia Machachi.

**1.- ¿Considera usted a la parroquia Machachi como un lugar turístico destacado dentro del panorama regional? ¿Por qué?**

**2.- ¿Cree usted que el turismo en la parroquia Machachi es una fuente de ingresos sostenible?**

**3.- ¿Considera usted que es necesario incrementar el fomento del turismo en la parroquia Machachi?**

**4.- ¿De qué manera considera usted que se puede incrementar el turismo en la parroquia Machachi?**

**5.- ¿Qué posibilidades de incrementar el turismo se tendría al disponer la Municipalidad una página Web en el Internet con información turística?**



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## Universidad Técnica de Cotopaxi

### Entrevista a turistas

**Objetivo:** Esta entrevista busca recopilar información precisa para el desarrollo de una investigación y aplicación de una propuesta para fomentar el turismo en la parroquia Machachi.

**1.- ¿Por qué eligió usted visitar la parroquia Machachi?**

**2.- ¿Qué lugares de la parroquia Machachi ha visitado usted?**

**3.- ¿A través de qué fuente se informó usted de los lugares turísticos en Machachi?**

**4.- ¿Le sería útil una página Web con información turística detallada de Machachi antes de salir de su país de origen?**